The COIN MACHINE REVIEW

December 1946

THE NO. 1 PHONOGRAPH OF OUR TIME

AMI

ALWAYS · · · MORE · · · INCOME

SEEBURG

America's Finest MUSIC SYSTEMS

"Be Sure — Buy Seeburg"

Two factors control the success of music installations:

(1) The enjoyment the public gets from the music.

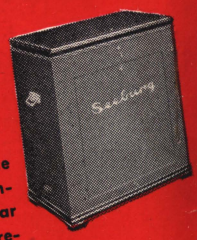
(2) The ease with which selections can be made.

The time is past when the novelty of an automatic phonograph is enough to induce playing. The public is more discriminating—it wants to hear music properly played. Only Seeburg offers a complete sound system properly engineered to each location—this is why operators the country over recognize that only with a Seeburg Music System can they offer genuine Music Merchandising.

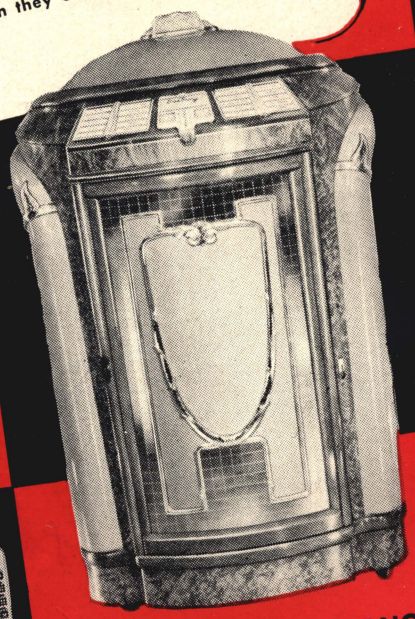
TEAR DROP SPEAKERS

A compactly designed 8-inch impedance matched speaker that assures utmost fidelity. Lightweight plastic case with ivory baked lacquer finish. Furnished with or without volume control.

REMOTE CONTROL SPECIAL

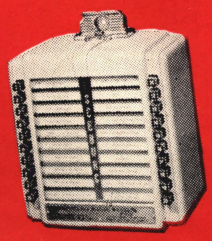


Ideal where space necessitates installation in a rear room or other remote position. Its mechanism—identical with that of the Symphonola—is equipped for Wireless or 3-Wire Music Systems.



THE SEEBURG SYMPHONOLA

Finest phonograph ever built—beautiful in appearance, efficient in operation. "Push-a-tune" selection. Single coin chute. Two amplifiers for Scientific Sound Distribution. Sturdy, simple construction means long life, easy servicing.



3 WIRE WALLO-MATICS

A single 3-wire cable plugs into the Symphonola. All 20 selections visible at one time. Metal housing easily removed by single screw. Smartly styled; chromium trim.

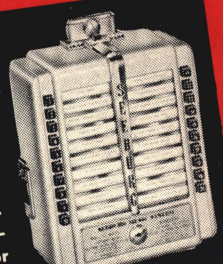
RECESSED WALL SPEAKERS

Available with 8 and 12-inch impedance matched speakers that faithfully reproduce any volume of sound. Metal grille has ivory baked lacquer finish.

DUAL REMOTE VOLUME CONTROL

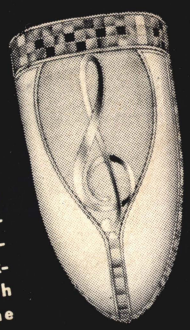
makes possible positive individual control of volume in both Symphonola and wall speakers from a remote control point. Records may be cancelled without going to the phonograph.

WIRELESS WALLO-MATICS



Install anywhere—plug into electric outlets—that's all. 20 selections visible—no knobs or dials to turn—no "blind" playing. Unbreakable metal housing. Ivory baked enamel finish with sparkling chromium trim.

MIRROR SPEAKERS



Beautifully styled. Molded plastic housing with ivory baked lacquer finish—trimmed with blue mirrors and chromium. 12-inch impedance matched speaker. Furnished with individual volume control.

RECESSED CEILING SPEAKERS

New. Easily installed. Available with 8 and 12-inch impedance matched speakers that assure utmost fidelity of tone reproduction. Metal grille has ivory baked lacquer finish.

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ATOMIC BOMBER

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- TIMELY!
- TERRIFIC!
- PROFITABLE!

Timely . . . Terrific . . . *Profitable!* That's Mutoscope's new ATOMIC BOMBER! A natural—because it lets people in on the most thought-about, talked-about subject of the day—the Atom Bomb!

Thrilling to play, and thrilling to watch—because the passing public sees the exciting action of the game on the Reflecto-graph. Profitable because they *stop, play, attract others* . . . setting up "chain-reaction" sales — an important factor in coin-machine merchandising.

Handsomely streamlined, occupying only 2 sq. ft. of floor space, the ATOMIC BOMBER is *your* natural for PROFITS! Prompt delivery—hundreds already on location. See the ATOMIC BOMBER at your Mutoscope Distributor or mail this coupon—*today!*

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☐ Send me at once complete details on the ATOMIC BOMBER.

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D-11

The COIN MACHINE REVIEW for December, 1946, Vol. 14, No. 5. Published monthly at 1115 Venice Blvd., Los Angeles 5, Calif. Paul W. Blackford, editor and publisher. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. $2.00 for 3 years—minimum term accepted. 50c per copy.

Now Delivering New BUCKLEY TRACK-ODDS

7-COIN RACE HORSE CONSOLE

- **NEW TYPE PAYOUT**
  WITH DOUBLE COIN TUBE
- **FREE WHEELING SPINNER**
  WITH POSITIVE STOP ACTION
- **IMPROVED ODDS CHANGER**
  WITH NEW TYPE CONTACT ASSEMBLY
- **NEW JACKPOT PAYOUT**
  PAYS UP TO 100 COINS FROM TUBE PLUS BONUS TOKEN
- **7-SLOT SELECTIVE COIN HEAD**
  INCORPORATING FIVE NEW DISTINCTIVE FEATURES PLUS ANTI-CHEATING IMPROVEMENTS

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In One Sensational Game . . .
All of the Best Features of
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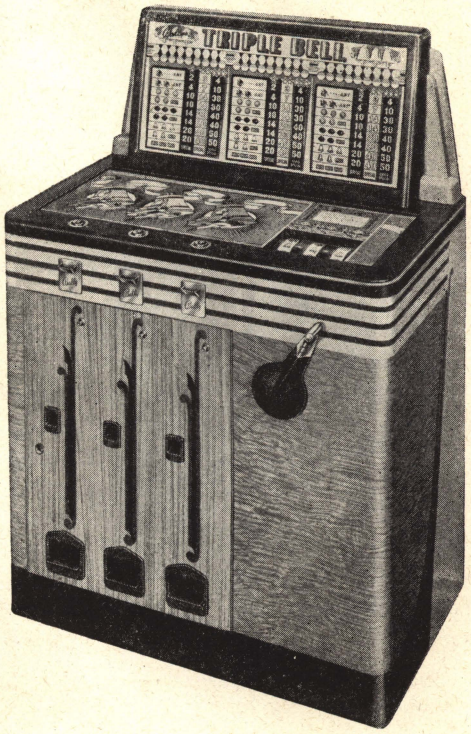
It's Bally — — for "BELLS"

Bally's

TRIPLE BELL



TRIPLE PLAY! TRIPLE PROFIT!

TRIPLE BELL consoles actually earn two to three times top earnings of all other consoles in operation today! *Triple Coin Chutes* permit three players —or three coins—every spin of the flashy bell-fruit reels. *1000 Super Special Awards,* plus plenty of other big awards and single-cherry awards, insure continuous repeat play. Deluxe cabinet in rich wood-grain finish. Trouble-proof mechanism. Convertible—replay or automatic award. Any desired coin-combination—Nickel, Dime or Quarter. Order TRIPLE BELL today.

Convertible: Automatic or Replay

5-5-5 Model

$895.00 f. o. b. factory

The New Bally

DRAW BELL

BELL-CONSOLE WITH NEW HOLD-AND-DRAW FEATURE

Fast action of three spinning reels with flashy bell-fruit symbols . . . plus new second-coin feature which permits player to hold any desired reels and second-spin the remaining reels! Every non-winning combination on first spin "comes so close" that players can't resist a quick second coin to hold and draw for a winner—resulting in record-smashing profits. Get your share. Order DRAW BELL now. Specify Nickel or Quarter play.

—CONVERTIBLE—
AUTOMATIC OR REPLAY

Nickel Model $477.50 f. o. b. Chicago

. . . and now —

MIDGET RACER

A 5-BALL NOVELTY GAME

Sparkling new ideas that will bolster play and keep the interest lively in any location for weeks to come, are incorporated in this new five-ball novelty game by Bally. Fast play means more earnings and MIDGET RACER is lengths ahead in the profit derby. Come in and see it today!

$299.50
f. o. b. CHICAGO

WRITE—WIRE—PHONE—COME IN—TODAY!

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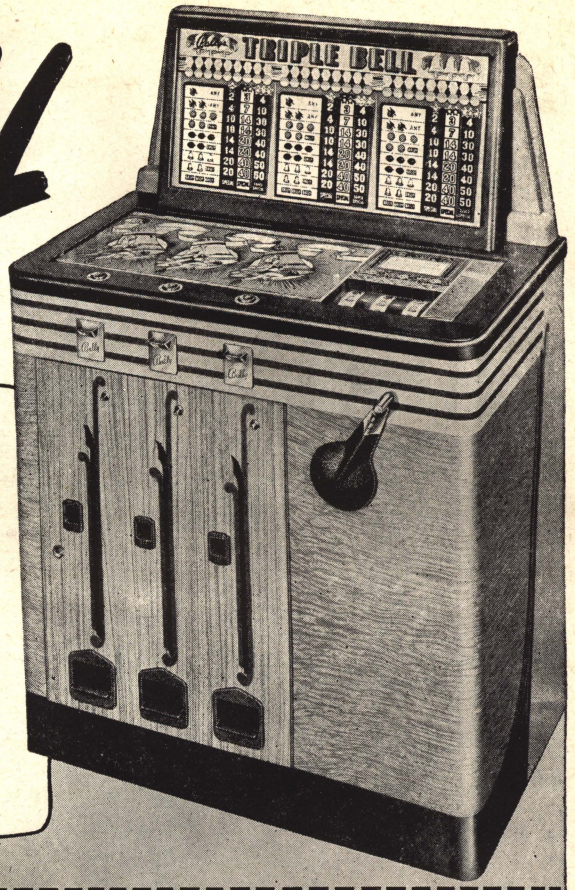
PAUL A. LAYMON, Inc.

DISTRIBUTORS FOR BALLY MFG. CO. IN SO. CALIFORNIA, SO. NEVADA, ARIZONA, AND THE HAWAIIAN ISLANDS

1503 WEST PICO ST. DR. 3209 LOS ANGELES 15, CALIF.

Bally TRIPLE BELL

TRIPLE PLAY! TRIPLE PROFIT!



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CONVERTIBLE: AUTOMATIC OR REPLAY

COIN MACHINE REVIEW

7

FOR DECEMBER 1946

DRAW BELL

BELL-CONSOLE WITH NEW HOLD-AND-DRAW FEATURE

Fast action of three spinning reels with flashy bell-fruit symbols . . . plus new second-coin feature which permits player to hold any desired reels and second-spin the remaining reels! Every non-winning combination on first spin "comes so close" that players can't resist a quick second coin to hold and draw for a winner—resulting in record-smashing profits. Get your share. Order DRAW BELL now. Specify Nickel or Quarter play.

—CONVERTIBLE—
AUTOMATIC OR REPLAY

VICTORY DERBY

ONE BALL MULTIPLE AUTOMATIC

VICTORY SPECIAL
Your profit insurance in replay territory. Quickly convertible to one or five ball play.

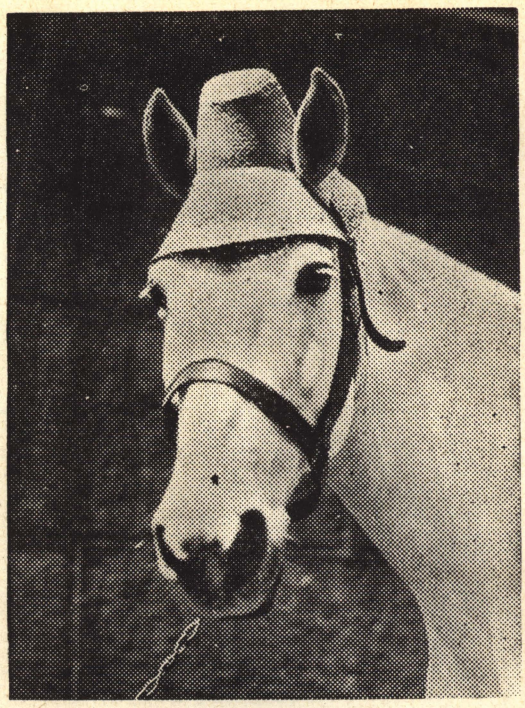
Packed with all the profit-proved features of Bally's famous pre-war multiples . . . plus new play-provoking ideas that are pushing profits to a new all-time high! VICTORY DERBY games on location are consistently topping all previous collection records. Order today.

ARMY E NAVY

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

TIMES HAVE CHANGED

Old Dobbin Has Had His Day!



THE HORSE provided mighty good transportation for a long, long time. He was highly valued. An English king once offered "My *kingdom* for a horse!" But Progress caught up with Old Dobbin at last—just as Progress catches up with all methods that in their time seem perfect. Take selling methods. You wouldn't use a sandwich board to advertise your coin machine products or services—and you wouldn't load up your merchandise on a wagon and drive around town trying to peddle the stuff. The smart coinman uses the most modern and efficient selling methods available. That means that the successful coinman uses the COIN MACHINE REVIEW for highest profit sales. The selling technique of THE REVIEW is the most modern and streamlined medium for selling that exists in the Industry today.

COIN MACHINE REVIEW

8

FOR DECEMBER 1946

ASK YOURSELF THIS:

Are You Getting Positive Results

From Each Advertising Dollar You Spend?

IF NOT, MAYBE YOU ARE STILL USING HORSE-AND-BUGGY METHODS

GO MODERN — USE THE REVIEW

THE REVIEW *is professional!* . . . Because it conducts its business of promoting, buying and selling by professional methods. Circulation is 100 per cent genuine—no throw-aways, no free subscriptions. Every subscriber is a coinman—every subscriber is a buyer and seller of coin-controlled equipment, supplies and services.

THE REVIEW *is concentrated!* . . . Because every news item, every inch of display advertising is concerned exclusively with the Coin Machine Industry. Unlike weekly trade publications, you won't find items used consecutively in several issues. Each edition of THE REVIEW is a bright, sparkling package of brand-new ideas and sales-stimulators.

THE REVIEW *is modern!* . . . Because no time-worn methods go into its preparation. THE REVIEW uses the best paper, the best colors, the best printing, the best binding, the best editorial know-how available.

THE REVIEW is expertly designed to inform its readers and sell its advertised products through employment of the most modern magazine techniques.

THE REVIEW *is read!* . . . Because it provides complete, accurate and up-to-the-minute coverage of all business activities in the Industry and news of all coin machine products and supplies. Reporting is handled by trained writers who have an intimate knowledge of what's going on in the business, who have a long-standing acquaintance with practically everyone in the Industry.

THE REVIEW *is bought!* . . . Because coinmen know that no other publication can give them as many real facts, as much useful information, as many essential business helps, as THE REVIEW. And because advertisers know that through THE REVIEW they can sell the most at the least cost.

REVIEW Readers Are the Industry's BUSINESS Leaders
Over-Haul Your Selling Methods—Use THE REVIEW for More Sales Per Advertising Dollar!

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DEADLINE IS DECEMBER 12th. CONTACT OUR NEAREST OFFICE TODAY

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Serving Every Factor of the Coin Machine Industry

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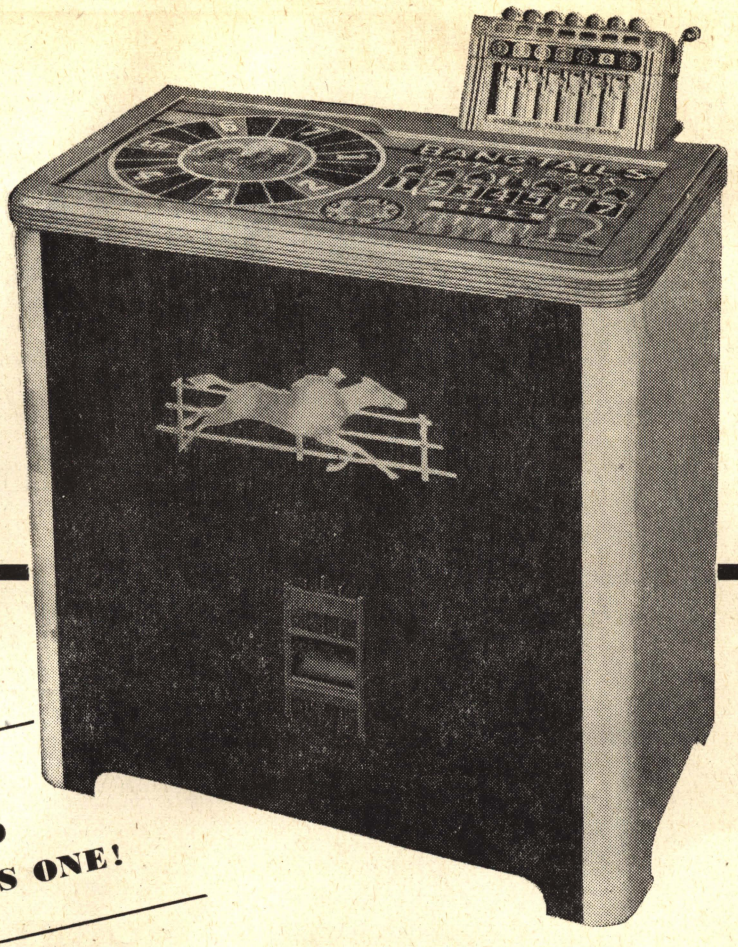

ASK THE MAN WHO OPERATES ONE!

NEW — SENSATIONAL

EVANS'

BANG TAILS—WINTER BOOK

A worthy companion piece to the nationally famous Galloping Domino and Bang Tails! Made with the same refinements and precision engineering as these popular consoles, plus the new sensational feature of Winter Book odds! Odds range from 10 for 1 to 500 for 1, with only a SINGLE coin played. NO BUILD UP necessary for a chance at these sensational odds! Add some of these Bang Tails—Winter Books to your route of Galloping Dominos and Bang Tails and enjoy greater profits! SEE THE BANG TAILS—WINTER BOOK NOW AT YOUR DISTRIBUTORS.

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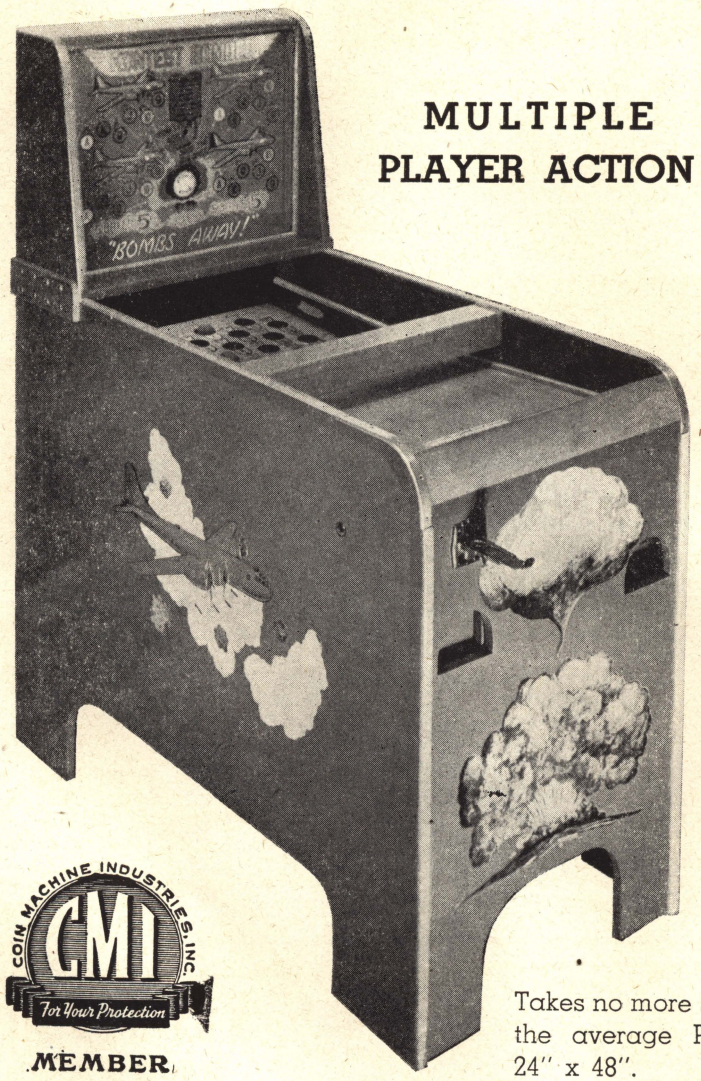
Sensational NEW "KONTEST BOMBER"



MULTIPLE PLAYER ACTION

A BRAND NEW

Legal

SKILL GAME

A PROVEN MONEY-MAKER

Now Delivering

$294.50

F. O. B. LONG BEACH

COIN MACHINE INDUSTRIES, INC. CMI For Your Protection MEMBER

A. O. L. A. C. MEMBER

Takes no more space than the average Pin Game, 24" x 48".

YOU MUST SEE THIS GAME
TO APPRECIATE ITS BEAUTY AND EARNING POWER

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Manufactured By: **GILLESPIE GAMES COMPANY** 1200 Gaviota Ave.
TELEPHONE L. B. 678-443 Long Beach 4, California

THE COIN MACHINE REVIEW

DECEMBER, 1946

The 161st CONSECUTIVE MONTHLY ISSUE

OFFICE OF PUBLICATION: 1115 Venice Blvd., Los Angeles 15, Calif. Paul W. Blackford, Editor and Publisher; Clarence G. Beardslee, Assistant to the Publisher. Fitzroy 8269. CHICAGO OFFICE (1): C. J. Anderson, 35 East Wacker Drive, CENtral 1112; NEW YORK OFFICE (17): Ralph P. Mulligan, 441 Lexington Avenue, Murray Hill 2-5589. SUBSCRIPTION RATES: $2.00 for 3 years—minimum term accepted; 50c per copy.

Greene's Speech Brings Brisk Mangan Retort

CHICAGO—A speech delivered by Robert Z. Greene, president of NAMA, at the annual convention brought about a sharp and indignant reply from James T. Mangan, chief of CMI's Public Relations Bureau.

In his convention talk, Greene declared that vending machine manufacturers should not take part in the annual conventions "of the gaming and amusement machine industry," but should exhibit equipment at a separate convention only.

"We have no quarrel with operators and manufacturers of other equipment," Greene said, "but their business and their problems differ greatly from ours." He also stated that the Rowe Co., of which he is president, is not going to display its machines at the annual CMI show in February and he appealed to all other manufacturers to join in taking a similar stand.

"This is a drastic step," Greene stated, "but this is the time to take it."

In his letter, Mangan fired this opening volley: "I hereby accuse you of slurring one of the greatest businesses in America. . . . You call the Coin Machine Industry 'the gaming and amusement machine industry.' What right have you to use these words? What right have you to try to discolor an industry in which there are hundreds of millions of dollars of invested capital with a phrase of your own making?"

In answer to Greene's statement urging NAMA members to refrain from exhibiting equipment at CMI shows, Mangan commented: "There was a day when you were happy and proud to show your machines at

(See GREENE'S SPEECH, Page 12)

Call

DR. 3209

For Automatic Equipment, Parts and Supplies

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

12,000 Expected At Show

All Booths Sold; Sherman Hotel Booked Solid; Interest in First Post-War Show Unprecedented

CHICAGO—Colossal . . . gigantic . . . splendiferous . . .tremendous . . . extraordinary.

The high-sounding adjectives wafting from the Windy City with regard to the 1947 Coin Machine Show are being matched, superlative for superlative, by preparations and plans, thus adding up to one irrevocable conclusion: the grandiose 1947 exhibit will out-shine all others in the past.

Equipment-hungry distributors and operators, whose eyes have not gazed upon such a lavish display of new equipment since 1941, will enjoy four full days of awe-inspiring splendor on February 3. 4, 5, and 6 at the Sherman Hotel.

The coin boys don't need to be coaxed, either. Every booth has been sold, every room in the Sherman has been reserved, and 12,000 coinsters are expected to be on hand.

There have been no shows for five years, but that doesn't mean the manufacturers and designers haven't been busy. Plans sidetracked at the advent of Pearl Harbor and plans germinated since then have overflowed work benches and exhaustive tests and experimentation have led to revolutionary discoveries.

In February these brainchildren will crawl out of the confines of their cribs and tantalize a capacity gathering.

There may be gold in them thar hills, but there will also be nuggets galore in money-making products to be unveiled for the first time.

The lavish exhibit will not be confined solely to amusement devices. Eighteen vending firms have contracted for booth space, which seems to prove that coinmen are

Vets Administration Holds Coin Mechanics' School

NEWARK—Having received numerous requests throughout the country for courses in coin machine servicing, the Veterans' Administration has instituted a test course, encompassing practical vocational training, which combines theory with practice, and utilizes a trade association (Music Guild of America), a vocational school system (New Jersey Board of Education), and trade distributors (Atlantic Distributing Corp., Emby Corp. of New York, Studio Equipment Co., Runyon Sales, and Seacoast Distributors, Inc.)

The mechanics' school is being limited to 12 veterans; course will run for 12 weeks. Theories of mechanics, electronics, electricity and amplification are followed by a practical application to physical equipment.

Upon completion of the course, certificates will be issued to those qualifying by the Music Guild of America. Graduates will then be eligible to go to work as maintenance mechanics.

Distributor Moves

NEWARK—Active Amusement Machines Co., with offices in Newark and Philadelphia, has lock-stock-barrelled its Newark branch from 417 Frelinghuysen Ave. to the Industrial Building.

ON THE COVER

Earl Carroll picks Pamela Van Schoor and Mary Walls from his "Russian Winter" spectacle as featured at his Hollywood Theater Restaurant to grace the Christmas cover of this month's issue. Taken especially for THE REVIEW by John Reed, Hollywood's ace photographer of "The Most Beautiful Girls in the World."

REPAIRS
PARTS
REFINISHING

SLOT MACHINES AND VEST POCKET CASTINGS FOR SALE

G. B. SAM

541 E. 32nd Street, Los Angeles 11, Cal.
ADams 7688

THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST THIRTEEN YEARS!!
NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!

diversified in their scope of operation, and contrary to certain claims advanced, generally handle more than one type of equipment and are good prospective purchasers for more than one type.

Herb Jones, advertising manager for Bally Mfg. Co. and chairman of the Show's publicity committee, declares that Feb. 3-6 is the time and place for every operator, distributor and manufacturer to square away for the big job ahead.

"First and foremost," Jones stated, "there is the job of planning operations during 1947, the year which will establish the pattern of industry operations for several years to come. Although the manufacturers provide the raw material for this particular job—the new equipment displayed and offered at the Show—the job must be done by the operators and distributors. They must consider and select and determine the equipment which will insure healthy, profitable operation. And only by attending the February Show in Chicago, by examining closely the offerings of the manufacturers, by discussing equipment with their fellow operators and distributors, can they be sure that they are on the right road to economic success.

"The February Show," Jones continued, "is the time and place for inter-change of ideas which will help operators solve problems which face the Industry in the period of economic flux through which we are passing.

"We will also be faced with the big job of demonstrating the unity of our Industry. Operators of all equipment, from every section of the country, together with their distributors and manufacturers, can show by mass attendance that the Coin Machine Industry is truly one of America's big, business-like industries, and can show by unity of purpose that the Industry is resolved to continue as a great and ever-growing industry. The February Show is the time and place to show the world that we are not merely a crowd of men scrambling for the opportunity of the moment, but a united, strong and sound Industry."

CMI's Public Relations Bureau, under the dynamic leadership of Jim Mangan and backed by a full-time staff of publicity specialists, is plunging ahead at full speed in a two-pronged drive: to insure industry-wide participation in the Show and to re-educate the consuming public as to the aims, purposes and accomplishments of the coin machine fraternity.

Recently, three new members were added to CMI's staff: Gwendolyn Desplenter, publicity and promotion expert for Mills Novelty and Mills Industries, Inc., for a decade and for the past two years associated with the advertising-public relations firm of Mangan & Eckland; Alice Carey, ex-marine corps enlistee who performed publicity duties for the Corps and worked in Chicago advertising agencies before the war; and Mrs. Dorothy Ellis, formerly engaged by the steel and paper industry in publicity functions.

"Greatest Show in History" Jas. Gilmore Predicts

CHICAGO—"The coming Coin Machine Show will not only be the greatest in history," declares CMI's secretary-manager, "but will undoubtedly be one of the greatest trade shows of any kind ever held in America. All signs indicate that more operators will visit this convention than any convention in the past."

Gilmore, a former amateur bicycle racer with a flair for showmanship, has managed CMI's shows since 1938 and his splendid record in that capacity inspired the re-writing of CMI by-laws to allow him to hold the elective position of Secretary and Director.

He has already handled the booth arrangements for 104 exhibitors for this year's event.

A. B. T., National Ready With Coin Changers

CHICAGO—Both A. B. T. Mfg. Corp. and National Slug Rejectors, Inc. now have coin changers in production.

Some of the features of A. B. T.'s device are: it has only one moving part; holds three dollars worth of nickels; operates on ten-cent coin insertion. The five-cent coin change tube is loaded automatically; when this tube is filled, the nickels make their way to the cash box. When dime is deposited, it makes momentary contact, which in turn, actuates the coin dispensing mechanism, at the same time making momentary contact leading to the merchandise dispensing unit. If the coin change tube runs empty, a coin return relay automatically goes into action and returns the dime. If the current on the machine should fail, all coins deposited are returned.

National Slug's changer gives out nickels on insertion of both ten- and 25-cent pieces. Only 60 five-centers are needed to begin operation. Nickels inserted feed directly into the coin changing reservoir, while dimes and quarters go into the cash box. National's product is removable without tools and is replaceable with its new interchangeable coin handler.

Both A. B. T. and National devices are equipped with slug rejector mechanisms; they make change and dispense merchandise in one automatic operation. The devices are small and compact to fit any size vending machine, and they have been extensively tested on location and proved mechanically correct, accurate and dependable.

GREENE'S SPEECH

(Continued from Page 11)

the annual Coin Machine Show. . . . Do you recoil from seeing any of your machines standing along side a pin table, a phonograph, a ray gun, a picture-taking machine or any other kind of coin machine?"

Mangan flayed Greene for releasing his speech to newspapers and general publications, and accused him of "calling in the whole world to tell it about a family quarrel," instead of confining it to the coin machine press.

Mangan also pointed out that exhibit space at the CMI Show had been sold out and that a number of vending machine firms would display their equipment.

Celebrate 25 Years of Bliss

ATLANTA—Morris Hankin and wife celebrated their 25th wedding anniversary at a festive affair at the exclusive Mayfair Club. Food, champagne, and an orchestra, plus a spirit of friendliness and camaraderie highlighted the enjoyable evening.

Hankin, one of the guiding lights of H & L Distributors, has been a prominent coinman for the past two decades.

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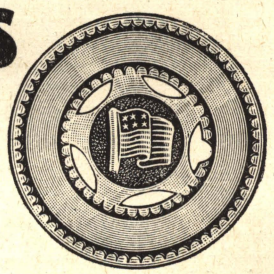

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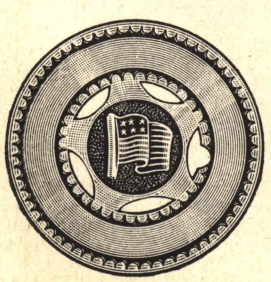

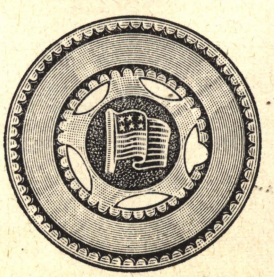

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"New Equipment Priced Too High" Chorus Operators In National Poll

(The facts and information presented herewith are the result of a survey conducted by THE REVIEW and do not reflect the editorial opinion of this publication. The Industry, in general, is cognizant of the problems confronting manufacturers and the premium they are paying, in many cases, for needed parts to complete a particular production run. In presenting this information it is our intention to merely set forth a cross section of opinion which may be beneficial in planning for the future.)

Operator after operator has expressed the view that new equipment costs too much. In order to determine what percentage of the nation's coinmen subscribe to this belief, and to arrive at a set of figures which buyers regard as reasonable, THE REVIEW mailed a questionnaire to operators of all types of machines in all sections of the country. Weeks of careful check and compilation resulted in the trade survey report which follows.

The reply to the question—"Do you believe present prices on equipment are too high?"—was overwhelmingly in the affirmative. Only 12 said "No." These operators are in Madison, Wisc.; Harrisburg, Pa.; Mt. Carmel, Pa.; Chickasha, Okla.; Kansas City, Mo.; Dallas, Tex.; Louisville, Ky.; West Warwick, R. I.; Wenatchee, Wash.; Stillwater, Minn.; Meadville, Pa.; Shoals, Ind. (operates over 800 phonos).

The "Yes" men answered in all degrees of emphasis. Two made theirs "Hell, yes!" There was a sprinkling of "positivelys," "absolutelys," and "definitelys." One wrote, "Sure, plenty high;" others, "very much so," and still others, "way too high." Gravitating to the other end of the quiz line, we find a scattering of "slightlys," "somewhats," and "a little." A vender answered, "I don't know," and then added, "I think an eight-column cigarette machine should sell for $50.00."

A Midwestern operator, after noting, "Yes," said he thought prices should average a bit higher than from 1935-40 but not as high as current figures.

The coinman in Louisville who answered, "No," placed question marks after "cigarette vendors" and "candy vendors," intimating that perhaps those products should be priced lower.

One questionee, though answering in the negative, indicated that cigarette vendors should sell for $125 and candy vendors for $90.

Another "No" advocated prices of $200 and $15 respectively for marble games and nut vendors.

Following are average prices for each kind of equipment; also the high and low figures submitted:

Phonographs—$515
($750; low, $350.)

Phonograph records—32 cents
(75 cents, .20)

Pin games—$182.50
($500, $75)

Consoles—$338
($600, $175)

Slots—$170
($300, $75)

Movie machines—$450
($650, $300)

Bowling-type games—$200
($300, $125)

Scales—$78
($125, $50)

Cigarette vendors—$109
($155, $50)

Candy machines—$88.50
($150, $40)

Nut vendors—$11
($19, $5)

"Our prices on equipment may appear low," says a Texas phono man, "but based on present earning power, they are high. Our present average on phonograph collections is ten dollars weekly. During the pre-war days, when a new machine cost $275-395, our average was roughly six to seven dollars a week. The new equipment has not shown sufficient increase in play

GIFTS—CANDY

IMMEDIATE DELIVERIES—25% Deposit

DRINKING BIRD (Super Attraction)	$ 3.00
Reynolds Pens, Writes 15 Years. Doz.	27.72
18 Inch Plush Bear (High Quality)	2.49
13 Inch Cuddle Dolls	1.20
Combination Cigarette Case & Lighter	1.75
# 85 15 1-lb., 1 2-lb. Fancy Fruit Cake. 1/2-lb. 57% Fruit & Nuts—Cello Wrapped & 1 Mirror Vanity & 1-lb.	$12.35
# 80 Mirror Vanity & 1-lb. Choc.	2.35
# 9 Maple Chest, Mir. In Lid & 1-lb. Choc.	2.49
# 10 Cedar Chest, Mir. In Lid & 1-lb. Choc.	2.59
# 86 15 1-lb. Fancy Fruit Cakes	$ 9.00
# 87 45 1-lb. Fancy Fruit Cakes	25.65
# 84 Mirror Vanity & 1-lb. Fruit Cake	2.19
# 83 Maple Chest, Mir. Lid & 1-lb. F. Cake	2.34
# 82 Cedar Chest, Mir. Lid & 1-lb. F. Cake	2.44

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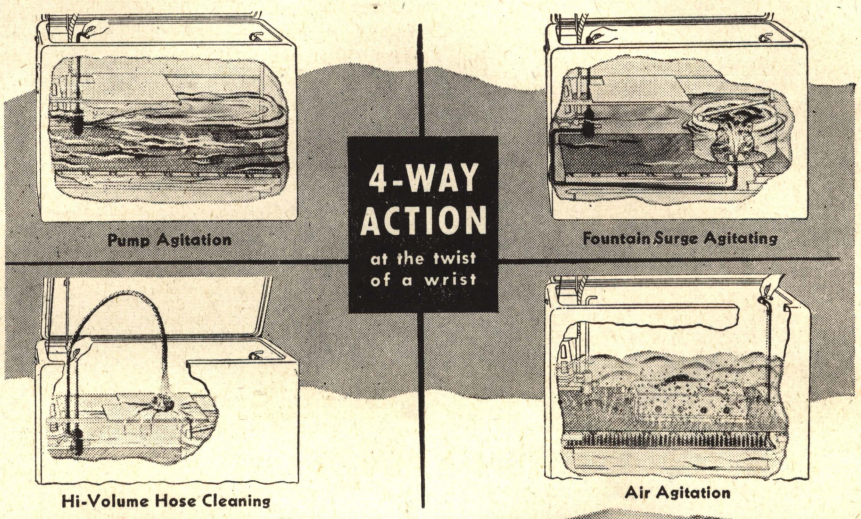

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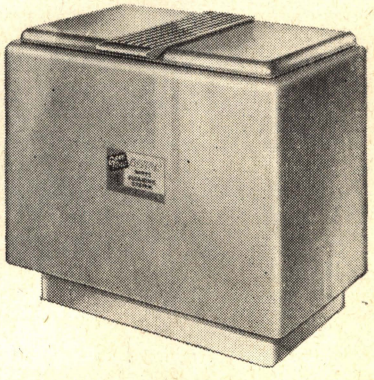

It's new . . . it's a labor saver . . . and a profit-maker. It's designed for faster, more efficient cleaning of coin machines of all types.

It's no longer necessary to completely disassemble intricate gears, chains, springs and wheels—with an Agitor the entire machine can be placed in the tank. Cold cleans with the safe, efficient solvent . . . Agitene. Removes oils, greases, dirt, and sludge . . . speeds overhauling, reduces maintenance time . . . puts machines back in service sooner.

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to justify the increased cost. After the first week at the most, play falls to the same level as the old unit we had on the same location."

Stanley S. Baeder of North Dakota, believes that a phonograph price of $600 would be satisfactory to the trade. "The manufacturers and distributors know this. I expect the price of new phonographs to be lower by January 1, 1947. Large orders for machines were placed when the consideration was estimated at the $600 machine. Operators will have all the $900 phonographs they need before the first of the coming year."

Baeder voices a prediction that the 30-cent phonograph record will return. "From the sale of used phonograph records of this company," he remarks, "I would say that we will again see the 30-cent record and possibly the 21-cent platter. We sell used records at the rate of three to one as to new records."

A number of music men believe that current disc prices are too high for the quality offered.

R. G. Bowdler, a Pennsylvania vender who replied, "Hell, yes!!!" wrote: "A certain candy machine sold for $67.50 before the war; now it's $140—exactly double. Being in the steel industry, (Jones & Laughlin Steel Corp.) I know that material and labor haven't increased that much. Labor costs, for instance, only comprise ⅓ of any total cost."

An operator in Texarkana, Texas, points out that automobiles and other stable electrical items such as radios, washing machines, and the like have shown only an over-all increase of about 25 per cent, but that coin equipment has in some cases more than doubled. "I cannot thoroughly understand the drastic increase in coin machine prices," he says.

The perennial problem of adjusting percentages is still with us. Lawton H. Wannamaker of South Carolina makes these comments: "As I see it, the main difficulty we shall have in this territory will be competition. The extremely high cost of equipment and supplies at the present time causes the operator's margin of profit to be very narrow, not mentioning increased license costs in some regions. All this could be compensated for in commissions. Present is 50-50. Ideal would be 60-40 or 75-25, or possibly somewhere between these. This will not work, however, because another operator (in many cases large operators from other cities) will not only offer the location 50 per cent but will even offer 60 or even make more outlandish propositions to take a location, even if they must lose money for a while."

"Equipment prices are too high, but keep them that way to discourage new competition!" This is the theory advocated by a New York coinman who claims that newcomers with little knowledge of the business and few principles, who would inject bad will because of their tactics, are steering clear of the field because of high costs. To enter the business under today's prices represents a robust investment; consequently, our informant declares, some of the embryos with jingle-jangle in their jeans are embarking on other ventures.

Well, there you have it: operator pros and cons, the preferred prices, and predictions of costs to come.

Father of Coinman Dies

MILWAUKEE—Mike and John Chesnick of Alamo Amusements were recently bereaved by the death of their father, Michael Chesnick, Sr.

Toledo Game Operators Form Association

TOLEDO, O.—Pin ball machine operators formed their own organization at a meeting here October 24th.

The group, to be known as the Toledo Amusement Machines Assn., elected officers, adopted a charter and drew up a code of ethics which included provisions to halt unfair practices by members against the city, store owners and each other.

Roy Kerr, of the R. & K. Sales Co., was named president; Merle Fike, Main Novelty Co., vice-president; Roy Olrich, Toledo Magic Music Co., secretary; and Bernard Jacoby, downtown distributor, treasurer.

The group's members tentatively agreed that a board of five trustees would oversee the elected officers, with not more than one trustee to be named from any one firm.

The charter of the Toledo Amusement Machines Assn. provides that if a non-member purchases the machines of a member, he will have to be approved for membership by a majority of the TAMA membership before he can be admitted to the group.

The meeting, called by Merle and Ray Fike, brother owners of the Main Novelty Co., was presided over by attorney Dan McCullough.

The Fike brothers opposed a proposal that dues of ten cents a machine be levied. They have 300 machines spotted throughout Toledo. Their counter-proposal was to set dues at $5 or $10 a month per member. Smaller operators, however, held out for the per-machine basis.

Attorney McCullough stated that special assessments, in addition to dues, would have to be levied "for the good of the association and to continue in business."

Partnership Dissolved

DETROIT—Henry Lemke has sold his interests in the Belle Isle Amusement Center to ex-partner James De Monaco.

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Chester Pollard Football Games $75.00
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Need not be in working condition but must have all parts.

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Travel the Royal Road to Revenue With Salesboards

It was eight o'clock in the morning when Frank, the salesboard operator, loaded his car and told the office girl, "I'll be back late this afternoon. I'm working the Pinedale and Centerville districts. There's a list of all those locations on your desk; if any calls come in, you can figure out just about where I'll be and phone me."

First stop was at the Great Way Cocktail Lounge. Frank brought in three boards. On his last trip he had placed two on the counter and left a third for reserve. The extra one was now half punched while the original two were empty. Frank spoke pleasantly to the proprietor, made his collection, and left three more.

He turned toward the door, and as he did so, the shiny surface of the bar caught his eye and he suddenly became aware of how tired he was.

The bartender hailed him. "Hello, Frank, how's it going?"

"A little rough," Frank replied, squatting on a stool. "Make it a bourbon and soda."

The initial nip served to tinge his innards with warmth. "I need a little relaxation," he told the bartender. "Make it the same."

Two hours passed. Each drink tasted just a little better than the preceding one.

"How's the punchboard business these days?" the bartender asked as he mixed Number Seven.

"Oh, pretty good." The glowing liquid had unsealed the operator's tongue. "You know, as a matter of fact, it's darn good. Made twenty bucks yesterday. Only work five days a week. You know something? It's the best business I know of where a fellow can make such good profit on such a small investment. And you know something else? It's a sweet deal. A fellow doesn't have any mechanical worries. No service calls. The investment for each spot is small. Collections don't take much time. Just a small car to make calls. And another good thing is that there is no special Federal tax. It's wonderful, just wonderful."

The bartender nodded and kept refilling. At three o'clock the phone rang. "Hey, Frank, it's for you," the proprietor called.

Frank pulled together his sagging torso. Slowly—oh, so slowly—he groped his way to the booth, clutched the receiver.

"I've been calling all over for you," came the exasperated voice of his office girl.

"Whassamatter?"

"Nothing," she retorted, "except that Harmony Lane, Skippy's and The Friendly Inn called and said they are out of boards. Skippy's said if you don't show up pretty soon, they'll get someone else who'll give better service."

"Oh the hell with 'em," Frank said. "I can get all kinds of spots. What time is it, anyway?"

"It's past three, and if—"

"Well, it's too late to call on all of them today. I'll get the rest in the morning."

* * *

Don't think the above story (which is a true incident except for fictitious places) is an isolated occurrence. It happens too often in the salesboard business. Because the operation is so simple and returns so lucrative, the punchboard man sometimes cannot resist the urge to dally or be "a good Joe." He does not realize that salesboards are an important auxiliary of the coin machine business and that every branch requires good service to hold locations and insure continuance of steady revenue.

Outstanding feature is the small investment required. A man with average business acumen and common sense need have no special training to make a success of this venture. One hundred dollars starts the beginner with 25 or 30 boards. With 100 boards a man can garner a good livelihood. An operator with a coin route will find punchboards a profit-swelling addition to his line. He can replenish and collect at the same time he services other equipment.

There are three principal types: (1) The average pay-out or "jackpot" money board, (2) Definite pay-out money board, (both of these remunerate the winners in the form of cash or trade) and (3) the merchandise board.

Veteran operators recommend the former for beginners because the investment is more nominal and less merchandising experience is needed.

Money boards cost the operator $1.68 to $16.95, depending on type and size. Years ago one called "Charley," with a five dollar jackpot, became popular. Leading manufacturers changed the name to "Jackpot Charley," upped the top pot to $25, and for the past half dozen years it has been a steady source of profit. A 1,000-hole "Jackpot Charley" can be purchased for $1.54 (thin) or $1.98 (thick). An average profit chart for a 25-cent sale "Charley" follows:

Gross	$250.00	
Average pay-out	198.02	
Average Profit	51.98	
Less 50% comm.	25.99	
Gross Profit	25.99	
Less Cost Brd.	2.00	(Maximum)
Av. Net Profit	23.99	

The reason "average" appears repeatedly in the above figures is that there is no way of knowing at what stage the jackpot will be hit, thus invalidating the balance of the board. The grand over-all average, compiled from years of experience, indicates that half of the board is holed before the jack is potted.

The most important single factor in stimulating money board play is setting the pay-out high enough to encourage repeat business. Fifty to 80 per cent of the total gross should return to customer pockets. Many newcomers, anticipating a quick clean-up, utilize a too thin proportion of pay-backs and then wonder why succeeding boards in the same spot do not punch out very quickly.

An operator must use keen judgment in determining the denomination for each location. For example, in some cases a small cafe which caters to a less prosperous clientele would do a greater volume of business with a five or ten-cent board, while a cocktail bar would be ideal for a fifty-cent one.

Ten years ago the popularity of money boards hit a dangerously low ebb and manufacturers, in a frantic effort to resuscitate the business, hit upon the "step-

SALESBOARDS
SPECIALS—IMMEDIATE DELIVERY

Holes		Name	Profit	Price
1000	25c	J. P. Charley (Avr. Profit)	$ 52	$1.56
1000	25c	J. P. Chas XXThk Pro-Avr...	52	1.98
600	25c	Barrel Winners XThk, Def...	45	2.39
1200	25c	J. P. Tex. Chas, Thk-Pro, Avr.	102	2.50
2000	5c	Lu-Lu-Belle-XXThk-Def.	$ 23	$3.14
1000	5c	J. P. Bull's Eye, Thk-Avr.....	28	3.28
1000	5c	J. P. Lady, Your Hat-Grlie-Avr.	28	3.54
1000	5c	J. P. Big Apple-Thk-Prot.-Avr.	30	3.95
1020	10c	J. P. Gilded Baby-Grlie-Avr.	56	3.98
1340	5c	J. P. Moon Gazing-Grlie-Avr.	$ 34	$3.99
1200	5c	J. P. Strip Poker-Thk-Pro.-Avr.	30	3.99
1080	5c	J. P. Let's Have Fun-Thk-Pro-Avr.	27	3.99
2268	10c	J. P. Barrel Jackpots-Pro-Avr.	82	4.98
1347	10c	J. P. "O-o-o-o" Girlie-Pro-Avr.	80	5.98

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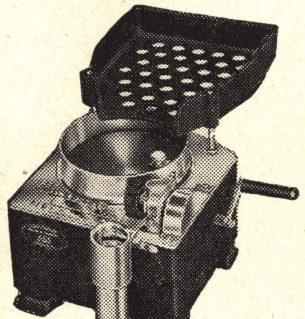
The Sensational New **ACE COIN COUNTER**



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up" type. They dressed their product in new artistic raiment, with novel tickets and symbols, and appealed to the suspense element of the human make-up. Main feature of the "step-up" board is that it gives a greater percentage of customers a chance to win. A quantity of lucky numbers is listed. If the customer hits one, he is entitled to try for the jackpot award in another section of the board.

Many of the boards used in the past are still good money-makers. The wise operator switches models and uses them as a "whip," or sales stimulant.

The merchandise board can be one of four types: a single prize (especially on a small board); one major prize and several smaller consolation awards; all awards of the same kind (such as cigarettes); or several merchandise prizes and the balance in cash.

While the commission on the money board is invariably 50-50, the added cost of merchandise necessitates an adjustment on this type. There are two methods: the operator either gives the location 40 per cent of the proceeds or he deducts the cost of the merchandise from the gross and splits the balance.

"Unless the prize is a turkey or ham or some such item whose cost is generally well-known," a salesboarder of eight years' experience told THE REVIEW, "I don't think it's a good idea to let the merchant know what the prizes cost. Not that the cost might be lower than he expects, but because it simply is not good business policy to expose the price of the merchandise."

The best awards to offer as a board-moving hypo comprise items which are novel, timely, and difficult to procure for the average buyer.

If certain merchandise is scarce how can the operator expect to acquire them?

This little hurdle can usually be vaulted if the operator is a wide-awake, aggressive sort, who builds good will at his sources of supply, and purchases in quantity; he therefore stands much better chance of acquisition than the average consumer.

Merchandise boards require storage space. They also require shrewd analyzing of locations, current trends, and sagacious purchasing so that the operator is not left holding a big stock of "dead" items. In the event the merchandise is seasonal, he must be careful not to overbuy or he will be forced to store a good proportion of his investment until that particular season comes around again.

For years one of the most successful holiday standbys has been turkeys. Awards can be made in either of two ways: the operator makes a deal with a ranch, furnishes the locations with certificates to present to the winners; the winners go to the ranch and pick their own birds. Alternative is to give the winner money equivalent to the cost of a turkey; this amount is then deducted from the gross.

Hams rate as the No. 2 food prize. Chickens were tried in the past but failed to take hold. In this era of high prices and shortages, practically any standard food item excites interest.

Another old-time standby is radios, and today they are better than ever because of the demand. Household appliances, such as electric irons, waffle irons, and toasters, are play-getters too.

Gifts rank high: overnight cases, vanity chests, mirror chests, candy, women's purses, stuffed toys, cakes, compacts, electric razors, clocks. Cigar and cigarette lighters are two perennial favorites.

Of course, the value of the prizes must be gauged according to the gross of the board. For example, it would be foolhardy to offer a radio, toaster and overnight case on a 600-hole, ten-cent board. The radio itself should suffice.

The ingenuity of the manufacturer is apparent in the various ticket symbols used to designate winners. Following are the types most generally used: (1) Straight numbers, (2) tip numbers (101-102, 109-110, etc.), (3) slot tickets (cherries or bells), (4) service insignias, (5) cartoon tickets, (6) card or poker tickets, (7) year-round sports (boxing, golf, etc.), (8) seasonal sports (football, baseball, basketball, etc.).

If operation and servicing is so simple, what's to prevent the location from buying his own boards?

Nothing, if he so desires. But many a location who has purchased from "wagon jobbers" or other sources, discovers to his sorrow that he is bogged with duds. The boards fail to capture public fancy or they're cheaply made. The operator, by dealing with quantities of different boards and locations, can usually size up the location's needs, and if one type does not move at a good speed, he can replace it with another.

There are two main sizes of holes and various sizes of board thicknesses, ranging from ½ inch to 1½. The jumbo, or large size hole, has more punching area and presents more flash and eye-appeal; the holes are easier to punch and easier to read. The thicker the board the less cumbersome it is to open the tickets. Available display space at the location is the determining factor in deciding how many of each should be placed.

The trend in salesboards during the past several years has veered to more ingenious designs and more color. Several board makers have introduced a snap-on easel which saves the operator time in screwing to the back.

Other innovations include boards which, when closed, are shaped like book covers and vanity boxes.

One of the most popular types today is the "girlie" board, displaying shapely limbs and face to match.

Push or pull cards are especially timely during the holidays. There is usually one prize to a card: fruit cake, turkey or ham. The most widely used is the one wherein the customer pulls or pushes a tab under which is printed a girl's name. He then registers his name next to the girl's. A seal at the top, covering the winning name, is removed only after the card is completely filled and during the presence of one of the players. Cards are especially good in residential areas where folks are permanently settled. A transient seldom participates because he hasn't the time to wait until the card is filled to find out whether he is the lucky winner or not.

Acquiring new locations demands the same prerequisites of good salesmanship as any other branch of the coin machine business. The best approach is to bring along a new, novel board and show it to the location owner. This usually evokes immediate interest. Next, tell him that you are in this business permanently and will give him efficient service. Then when you have sold yourself and your business, ask to leave one on trial. If he's satisfied with the results, you will have a new location.

Even if his reply is a definite "No," leave your name and address. He may change his mind in the future. If he agrees to try it, he'll need your name and address in the event the board empties before you make your next collection.

SALESBOARDS

SPECIALS—IMMEDIATE DELIVERIES

Holes		Name	Profit	Price
400	1c to 5c	PUT & TAKE	$ 7.50	$ .59
1000	5c	Nickel Charley	Def. 17.00	.96
1000	5c	LULU JR.	Def. 18.00	.99
1000	5c	Double Finn	Def. 24.00	.98
1000	25c	J.P. Charley	Avr. $50.00	$1.15
1000	25c	J.P. Charley	Avr. 52.04	1.22
1000	10c	J.P. Ready Money, Seal	50.70	1.79
1000	25c	J.P. Tex. Charley, Seal	50.28	1.49
1000	5c	J.P. Home Run	Avr. 27.00	1.89
1200	25c	J.P. Tex. Charley	Avr. 102.28	2.29
1000	5c	J.P. Win Finn, Jumbo	$24.80	$1.79
1184	5c	J.P. Jumbo Tens, Jumbo	33.00	2.49
1000	5c	J.P. Beat This Card	Avr. 33.00	2.59
1020	5c	J.P. Hot Stuff, Girlie	27.00	2.79
1020	5c	J.P. Wanna Dough, Girlie	27.00	2.89
1800	5c	J.P. Lulu, X Thick	32.00	2.89
2170	5c	Rd. Wh. Blue Singles	$36.00	$1.59
2280	5c	J.P. Ticket Deal	Avr. 44.00	2.89
120		Tip Ticket Books, Singles	Doz.	1.95

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Immediate Delivery
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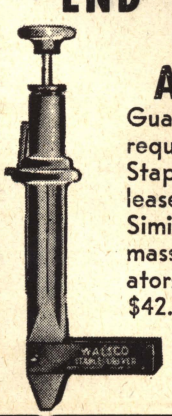
END INSTALLATION HEADACHES
Standard Brands
Automatic "Trigger-Action" Staple Gun



Guaranteed to save you up to one-third the time normally required for the usual type music wiring installation job. Staples automatically fed to the nozzle—light pressure releases them one at a time to any depth desired. Similar guns retail nationally for from $5.00 to $6.00. Now mass-production economies enable us to offer the music operators of the nation this handy, time-saving tool at $3.70 each, $42.00 per dozen. Order 1 or 100 TODAY.

Badger Sales Co.
1612 W. Pico Blvd.
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All Phones: DR. 4326

Badger Novelty Co.
2546 N. 30th St.
Milwaukee 10, Wis.
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of the

COIN MACHINE INDUSTRY

for **1947**

The Industry's FIRST COMPLETE and AUTHORITATIVE DIRECTORY

5-BIG SECTIONS-5

1. MASTER INDEX OF MANUFACTURERS. A complete alphabetical listing, with addresses, of every known coin machine manufacturer in the United States.
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3. REGISTERED TRADE MARKS, COPYRIGHTS, etc. Will provide instant reference for buyers who know products by trade names only.
4. JOBBERS AND DISTRIBUTORS. Hundreds of jobbers and distributors with complete addresses and, in most cases, the type of equipment offered by each.
5. TRADE ASSOCIATIONS. All recognized trade associations in the Industry with names of officers, directors, addresses and meeting dates.

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COIN MACHINE REVIEW
17
FOR DECEMBER 1946

Acquiring locations by offering increased percentages (above 50 for money boards and 40 for merchandise boards) is a sure way of putting the greased skids under your profit toboggan. If you move in on an incumbent by giving 60, what's to prevent him from returning next week and offering 70? Prolongation of this cycle will mean that no operator will be able to survive for long. In the past there have been a number of vicious price-cutting episodes which have hurt no one but the operators.

Here are some location suggestions: cocktail bars, beer taverns, cafes, cigar stores, pool halls, private clubs, barber shops, and confectionery stores catering to adult trade. An operator we know has run boards on fishing barges during the season. They are set up in the galley and the operator goes on deck when the boat pulls into harbor and transacts his business with the galley manager.

The major pitfall, besides being too frugal with pay-outs, is allowing minors to play. Laxity in this respect is the quickest road to extinction. The importance of strict enforcement should be forcibly impressed on location owners.

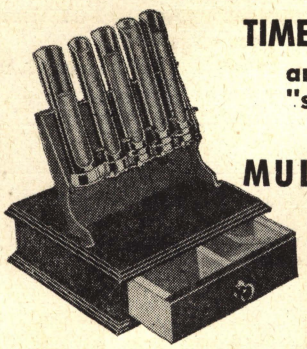
To save excessive travel—which increases operational costs—locations should be concentrated in as compact an area as possible. One operator of long standing prefers the "horseshoe" route; this consists of locations spread over several counties, whose direction follows the contours of a horseshoe. By the time the operator reaches the end prong, it is time to start making the rounds again.

As long as the urge to "take a chance" and win something of value for a small amount of money is prevalent in the instincts of man, salesboards will flourish. Men are the principal customers, and few men can resist the urge to plunk down a quarter in the hope of winning 25 dollars or the equivalent in merchandise.

CMAC Transfers Morse

CHICAGO—Coin Machine Acceptance Corp. has announced the transfer of Robert B. Morse from the home office to the West Coast, where he will function as sales representative.

Morse, whose headquarters will be in Los Angeles, has just completed an introductory tour of the territory in the company of E. R. Ratajack, the firm's assistant vice-president.



TIME TO MAKE A CHANGE—

and you'll be doing well to provide your "spots" with a *real* CHANGE MAKER.

STANDARD BRANDS

MULTIPLE COIN QUICK CHANGER

Holds Quarters, Dimes, Nickels and Pennies. Immediately adjustable to "kick out" with a flip of the finger any of the above denomination coins in any number desired—one at a time to five at a time. Handy, self-contained drawer for "folding money." Coin Supply completely visible at all times.

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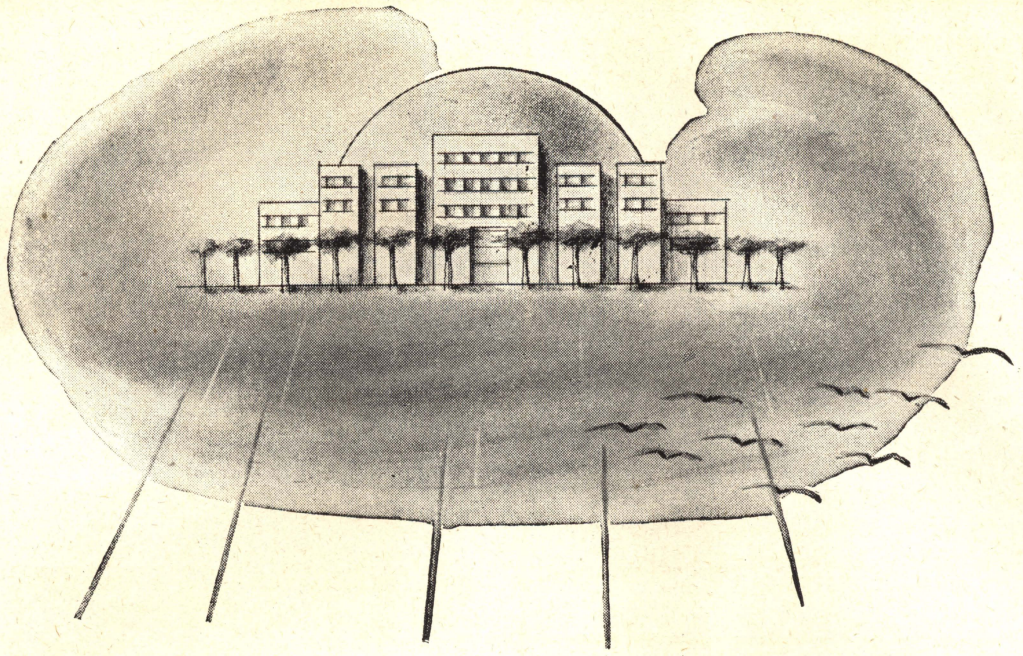
All Phones: KIL. 3030



Dream Hospital...

The hospital depicted here exists only in the hearts of men and women who are losing the grim battle with cancer. And in the imagination of other men and women who want desperately to provide a haven for these victims in need of hope and care to sustain them in the few months or years still remaining to them.

Actually, there is not a single such hospital anywhere devoted exclusively to these unfortunates who *may* be beyond the help of medical sciences, but who are still certainly in urgent need of hospital care. And only a limited, woefully insufficient number of beds available to them in other hospitals.

During the long years of the war we gave up our plans for the building of this dream hospital... **Hope Institute.**

But now we are more than ever determined to see it rise in stone and steel. A model hospital, the first of its kind ... cheerful and comfortable in every way ... with more the atmosphere of an apartment hotel than of a cold institution. Where the patients, depending upon their condition, can enjoy the warm hospitality of lounge and dining room, or retire to the merciful seclusion of a private room.

What do we need to build this hospital now? **You.** Every dollar or penny you can scrape together for it. Whether or not you know this tragedy from bitter personal experience ... the tragedy of whole families, endlessly frustrated in their determination to care for a doomed member ... give as generously as you can. Please fill out the coupon below and mail with your contribution. It will make this hospital more than a dream.

THE NATIONAL CANCER FOUNDATION
GRIFFIN BUILDING
85 FRANKLIN STREET • NEW YORK 13, N. Y.

NAME _____

ADDRESS _____

Make checks payable to Abbott Kimball, Treasurer of the National Cancer Foundation.

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THE NATIONAL FOUNDATION FOR THE CARE OF ADVANCED CANCER PATIENTS

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Slot Symbols—Token Payout
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Slot Symbols—All Mechanical
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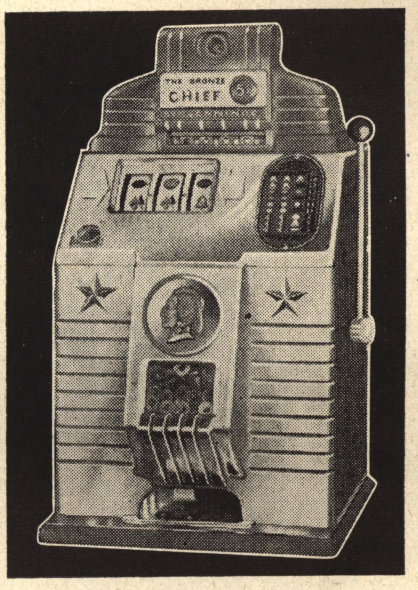

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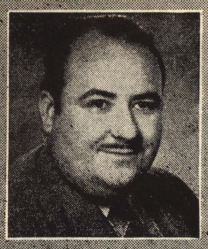

Trade Talk

by

PAUL W. BLACKFORD

To say that restricted delivery on new equipment during the past year has been a good thing may sound strange to many but actually it has redounded to the benefit of all.

1946 has been a tough year for operators. The lush receipts of the war years gradually faded from the picture and in came increased costs of operating. Almost every service and commodity has doubled and still the operator has been nailed to the same nickel figure for the service, merchandise or amusement vended. If a heavy flow of new equipment, plus countless new operators, had entered the picture you can see what a confusing situation would have developed and many of the old operators would not have been able to weather the storm.

Two or three manufacturers managed to turn out some fairly large runs on new products during the year but it was a helluva job. With heavy overheads it was necessary to turn out some volume manufacturing to keep operations on the right side of the ledger, but operators didn't eagerly snap up the products. In fact, the distributors did some good old-fashioned selling to move the equipment as it flooded in.

I had a chat the other day with one of the leading manufacturers in the business and he told me just why his organization had refrained from attempting any volume manufacture on their products during 1946. "It's this way," he said. "The operators are not accustomed to paying the prices we have to get today. And once they do purchase machines they are entitled to a long run so as to realize maximum return on their investment. Then—and this is important—that machine should have a fair turn-in value and a good re-sale market. Only by controlling production, keeping deliveries down and manufacture over a long period of time can we help the operator lick his increased costs of operating. We feel we're on the right road and that we're making plenty of friends in the Industry amongst the operating fraternity for they most certainly have been applauding our program during the year just ending."

It all makes sense, doesn't it? And now—what's ahead for 1947 as for volume deliveries? It seems reasonably certain that deliveries will continue slow until September at least. In fact many of those we have talked with have stated that very little will be shown at the February Show that will be delivered in any sizable amount before early fall. And prices will continue as high, if not higher, during 1947.

* * *

Exclusive distribution in a designated territory hasn't meant too much for a lot of unscrupulous distributors in years past and operators have contributed to their larceny by placing orders with a distributor in another territory and shielding him if he makes deliveries.

It's been a constant problem for manufacturers for a long, long time but one manufacturer seems to have solved it and a case in point came up the other day which proves it really works.

This manufacturer appoints distributors in assigned territories and will not condone bootlegging. In fact, he requires each distributor to file a report each week-end listing the serial number on each piece of his particular equipment which has been sold, and just where it has been shipped.

Recently an Ohio distributor for this manufacturer shipped some machines from his jobbing establishment into Washington, D. C. and realized a $3,000 profit. Now it so happened that Washington, D. C. was in the territory assigned to a distributor headquartering in Maryland. Said manufacturer advised the Ohio account of his mistake and suggested he forward the $3,000 profit immediately to the Maryland distributor if he desired to retain his exclusive franchise for the territory he held. Mr. Distributor did.

It is likely that other manufacturers appointing distributors on an exclusive territorial basis will follow the same practice and, accordingly, it will be smart for operators to refrain from attempting to make deals with distributors in other territories and confine their buying to the appointed distributor in their own area. Nobody loves a chiseler!

The *Key* to a Future of Better PROTECTION

The ONLY Key that will Open the Famous

The One and Only Ace ROUND Key. Patented by U. S. PATENT No. 1984202

Shown about twice actual size.

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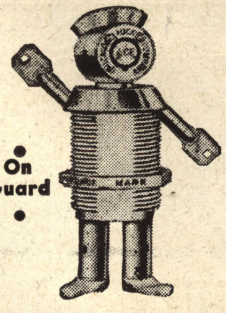
Chicago "ACE" Lock



Here you see an enlarged illustration of the famous Chicago Ace ROUND Key. Its different construction — protected by exclusive U.S.A. Patents—assures protection otherwise impossible. Fraudulent duplication practically impossible. Seven different located bittings on key, with each bitting made in seven different depths affords over 80,000 key changes. Think of that! All of which again proves that when you install Chicago Ace Locks you get the utmost protection . . . REMEMBER—there's a CHICAGO Lock for EVERY Purpose . . . and all assure—

"Utmost Security"

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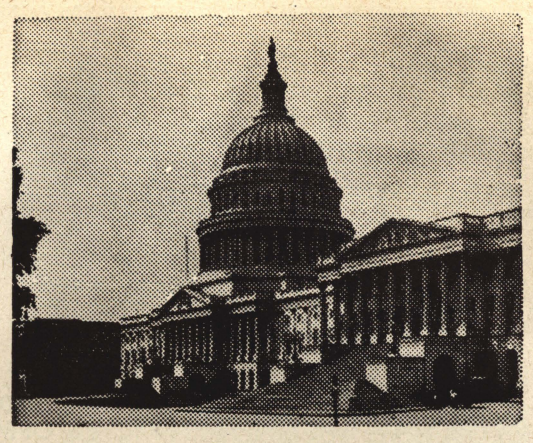
From The Nation's Capitol



Reported by
ROY A. RAMSEY, JR.

Boxcar Shortage Critical

The already serious difficulties being encountered in the shipping of coin machines by rail may be greatly increased as the freight car situation becomes more acute. U. S. Chamber of Commerce officials here are flatly predicting that the railroads will soon be forced to ban all freight being moved in less than car-load lots. Since few coin machine manufacturers use full-car shipments, such a ban would be hard felt in the industry.

Government officials are doing everything they can to alleviate the boxcar shortage, but see little hope in the near future. Complicating the picture at present are shipments of coal and coke, totalling nearly one-fourth of all rail freight, which are moving in greater amounts than usual. New construction of the cars is moving at a snail's pace because of material shortages.

Moving of coin machines by truck is one alternative that appears brighter as new trucks and tires are rolling off the assembly lines in ever-increasing numbers.

Increased freight rates are also in prospect now that OPA is practically a dead bureau. Railroads are pushing strongly before the Interstate Commerce Commission their demand for a flat 25 per cent boost over 1942 rates. Since the rails have already received freight hikes aggregating 11 per cent, an okeh by the ICC would mean tariffs of 14 per cent above present rates.

Preserve OPA Records

Coin machine makers and jobbers who were affected by price controls are being warned by the Office of Price Control that they must not throw away old OPA records and documents despite the moribund condition of the agency. Everything which they had to report under OPA regulations must be preserved for one year.

The purpose is to permit continued investigation of violations—which are still being prosecuted. OPA expects to make new investigations from time to time in fields no longer under supervision.

Glass Restrictions Off

New sizes of glass containers better adapted for use in vending machines are expected to be developed by manufacturers in the wake of the recent order by Civilian Production Administration lifting war-time restrictions on such containers.

Size and shape of all glass containers had, until revocation of the order, been strictly held to those in production in 1942. CPA administrator John D. Small declared that objectives of the order have now been achieved. Estimated production of all glass containers for the present year is expected to top 110,000,000 gross as compared with production in 1941 of only 70,000,000 gross in 1941.

In announcing the lifting of the order, Small asked the industry to hold new designs to a minimum in order to keep a high production.

On the other hand, Small stated that CPA has no objection to new designs in containers for such specialized industries as the vending machine.

Dept. of Commerce Helps

Officials of the Department of Commerce are emphasizing that their aids to small businesses are available to the coin machine trade from the manufacturing to the operating levels. At present, officials say, few in the industry are taking advantage of help offered by the Department.

To operators already established or to new operators, the Commerce Department, through its local headquarters of the Office of Small Business or in field offices around the country, will supply estimates of the incomes possible from individual localities, the amount of competition, sources of supply and other pertinent information.

A Department spokesman told THE REVIEW that the Office of Small Business would be pleased to answer any questions from coin machine operators. He added that the Commerce Department is considering the publication of a booklet describing the best methods of operating a coin machine route or arcade. Information for the booklet would be gathered from successful operators already in the field.

Revise T. M. Regulations

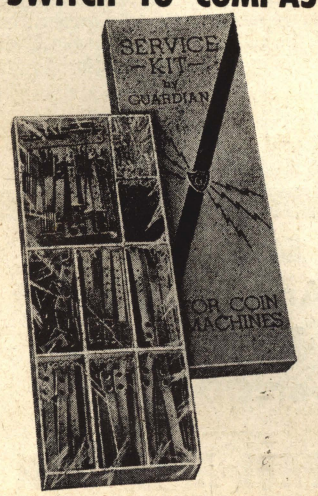
New trade mark regulations are now being drawn up by the Patent Office which offer increased protection to manufacturers of coin machines. Beginning next July, the new rulings will take effect.

Rules will cover registration of marks not previously allowed such as purely geographical or descriptive trade marks, which under previous rules could not be registered.

The new regulations will also provide that after being registered five years and in continuous use, a mark is incontestable. Under previous legislation, a trade mark could be contested at any time. This protection is expected to increase applications for registration, thus giving greater assur-

TURN PAGE

SWITCH TO COMPAS—FOR THE BEST THERE IS IN



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CONTACT POINT SWITCH KITS

The most complete and wide assortment of switch parts offered in any kit today. Ideal for the serviceman or experimental workshop.

OPERATORS KIT (list price $12.50)
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Now Delivering
The NEW A. B. T.
CHALLENGER
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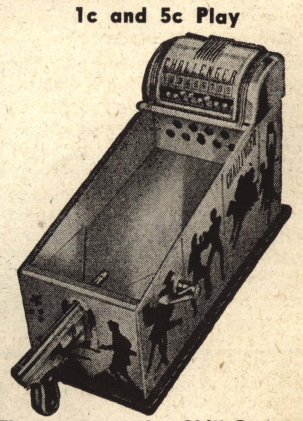

The most popular Skill Counter Game ever made. For every location. Players can't resist shooting Army type pistols. They challenge each other to constant play and they bring you enormous returns.

$65.00 each

Lots of 25.....$60.00
Lots of 50..... 55.00
Lots of 100..... 50.00

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Season's Greetings

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LONNIE LOGSDON

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Coin-Operated Amusement Devices
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Attention

All Operators and Coin Machine Men

WHEN IN PORTLAND MEET YOUR HOST

LONNIE LOGSDON

AT THE POPULAR

CLUB MECCA

DINING - DANCING - COCKTAILS

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ance to searchers that a mark is or is not in use.

The final new provision will permit the exchange of a trade mark upon the transfer of the goodwill of a business rather than upon the transfer of the entire business only.

Gum to Continue Short

Officials of the Department of Commerce are forecasting continued shortages of chewing gum for vending machines despite rapidly increasing supplies of chicle. Other base gums such as jelutong and leche caspi are being imported in fair quantities, but the ever-present shortage of sugar will hold the supply of chewing gum down, officials say.

Allocations of sugar to the chewing gum industry are now running about 60 per cent of that available in 1941, while consumer demand for chewing gum is running well ahead of that base period.

Pass Nickel Resolution

Tune composers may take a whack at trying to get a percentage of the nickels that their records pull in automatic phonographs. Delegates of the Confederation Internationale des Societies D'Auteurs et Compositeurs passed a resolution to that effect at a recent meeting in the Library of Congress here. ASCAP played host to the gathering.

No Beer Hits Phonos

Local coin machine operators are fervently hoping that the labor relations in the Nation's Capital remain peaceful in the future, after suffering losses because of long strikes by beer truck drivers and hotel employees.

Two of every three taverns—containing a fair proportion of Washington's automatic phonographs—put up "No Beer" signs during the three-week duration of the drivers' strike. Since a large number of phono players like to quaff beer while spending their nickels, grosses fell off heavily.

Complicating the situation was the simultaneous hotel strike which cut travel from out of town by an estimated fifty per cent.

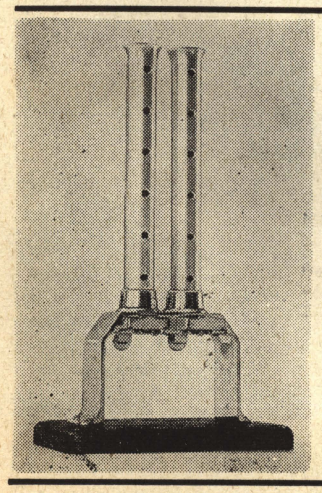
Settlement of both strikes with gains for the strikers brought sighs of relief to the local coin machine fraternity.

Another "Top Location"

COLUMBUS—When Leo Weiskoff and Murray Handler installed a *Voice-O-Graph* on the 86th floor observatory of the Empire State Building, they started something in the way of "top locations." Anthony Bros. of this city has taken the cue and placed one on the observatory of Lincoln Towers, one of the tallest buildings in the Midwest, where it is enjoying heavy play.

* * *

Using Jap money, soldiers in Tokyo play a new card game so similar to poker that the boys call it "pokyo."



JUNIOR CHANGERS - -

Highly polished chrome finish—precision machined—weighted non-slip base — capacity thirteen dollars in nickels — dispenses 5 coins from each tube—

$17.50

(distributor discounts)

Northwest Sales Co.

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Do You Need
Arcade Equipment
RAY GUNS
or CONSOLES?
—SEE—
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LOS ANGELES

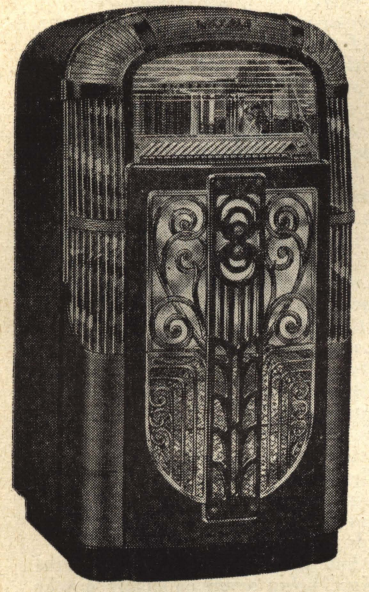
See Wm. R. Happel or W. E. Happel

BADGER'S BARGAINS

MILWAUKEE

See C. A. Happel or H. E. Reimer

OFTEN A FEW DOLLARS LESS • SELDOM A PENNY MORE



Reconditioned Consoles

LARGEST STOCK OF DEPENDABLE CONSOLES ON THE WEST COAST

KEENEY SUPER BELL, 5c F.P., P.O.	$225.00
KEENEY SUPER BELL, 10c, F.P., P.O.	235.00
KEENEY SUPER BELL TWIN, 5c-5c, F.P., P.O.	395.00
KEENEY SUPER BELL TWIN, 5c-5c, P.O.	295.00
KEENEY SUPER 4-WAY, 5c-5c-25c-25c	495.00
KEENEY SUPER BELLS, 25c-25c-25c-25c	495.00
KEENEY SUPER BELL, 25c, F.P., P.O.	235.00
KEENEY SUPER TWIN, 5-25c, P.O.	295.00
KEENEY SUPER 4-WAY, 5c-5c-5c-25c, P.O.	495.00
KEENEY SUPER 4-WAY, 5c-5c-5c-5c, P.O.	450.00
KEENEY SUPER 4-WAY, 5c-5c-10c-25c	475.00
WATLING BIG GAME, 5c, F.P.	89.50
JENNINGS SILVER MOON, 25c, P.O.	149.00
JENNINGS BOBTAIL, 5c, F.P.	89.50
JENNINGS SILVER MOON, F.P., P.O.	189.50
MILLS THREE BELLS, 5c-10c-5c	495.00
MILLS THREE BELLS, 5c-10c-25c	595.00
MILLS FOUR BELLS, Orig. Heads, 5c-5c-5c-5c	295.00
MILLS FOUR BELLS, Orig. Heads, 5c-5c-5c-25c	350.00
BAKER'S PACERS, Late Daily Double	199.50
BALLY CLUB BELLS, F.P., P.O., 5c	149.50
BALLY CLUB BELLS, F.P., P.O., 25c	$159.50
BALLY SUN RAYS, F.P., 5c	119.50
BALLY SUN RAYS, F.P., 25c	129.50
PACE REELS, Late Models, 5c, P.O.	89.50
PACE SARATOGAS, Late Models, 5c, P.O.	89.50
JENNINGS FAST TIME, P.O.	69.50
MILLS FOUR BELLS, Late Heads, 5c-5c-5c-5c	395.00
MILLS FOUR BELLS, Late Heads, 5c-5c-5c-25c	450.00
EVANS LUCKY LUCRE, 3-5c, 2-25c	199.50
EVANS LUCKY LUCRE, 5c-5c-5c-5c	125.00
PACE TWIN REELS, 5c-10c, P.O.	295.00
BALLY ROLL 'EM, 5c, P.O.	124.50
BALLY HI HANDS, 5c, F.P., P.O.	139.50
BALLY HI HANDS, 25c, F.P., P.O.	149.50
PACE REELS, Late Model, 10c	169.50
PACE REELS, Late Model, 25c	189.50
MILLS JUMBO, Late, F.P., P.O.	149.50
MILLS JUMBO, 5c, Late, P.O.	99.50
MILLS JUMBO, 5c, Late, F.P.	99.50
MILLS JUMBO, 5c, Orig. Head	79.50

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ROCK-OLA PLAYMASTER	295.00
ROCK-OLA STANDARD NEW ROCK-O-LITE	375.00
ROCK-OLA MASTER NEW ROCK-O-LITE	375.00
ROCK-OLA SPECTRAVOX (only)	50.00
WURLITZER MODEL 500	395.00
WURLITZER VICTORY 500	395.00
WURLITZER MODEL 616 NEW ROCK-O-LITE	225.00

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BLACK CHERRY BELLS, 10c	234.50
BLACK CHERRY BELLS, 25c	239.50
MILLS BLUE FRONTS, 5c (Refinished)	149.50
MILLS BLUE FRONTS, 10c (Refinished)	169.50
MILLS BLUE FRONTS, 25c (Refinished)	179.50
MILLS GOLD CHROME, 5c	175.00
MILLS GOLD CHROME, 25c	225.00
JENNINGS CHIEF, $1.00	650.00
MILLS BROWN FRONTS, 25c (Refinished)	179.50
MILLS BROWN FRONTS, 5c (Refinished)	159.50
MILLS EXTRAORDINARY, 10c	149.50
MILLS EXTRAORDINARY, 25c	159.50
NEW MILLS VEST POCKET BELLS	74.50
PACE NEW 50c CHROME	510.00
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MILLS VEST POCKET (Refinished)	49.50
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Personality of the Month

THE REVIEW'S HALL OF FAME

LOU MORRIS

by Robert Latimer

The boys "in the know" around St. Louis give veteran operator Lou Morris, head of Morris Novelty Co., credit for a lot of the innovations which have become standard coin machine operating practice in the 49th State.

Lou, perennial president of the Missouri Amusement Association, is a big husky man who knows every nook and cranny of the coin machine business after 32 years in the trade. Fifty-two years old, he has two children, including a married daughter who presented him with two grandchildren in the past several years. "They've all been raised in the coin machine business," Lou grinned, "and there will probably be a lot more in years to come."

Lou started out in the St. Louis coin field with the Old Mills Penny Target Machine which many of us will remember on grocery store counters. With his brother Joe, who operates J. S. Morris Novelty Co. in St. Louis, Lou had a string of 200 of these—in St. Louis, southwest Illinois, Belleville, and East St. Louis. Lou, who had been a baker with Yur-Favorite Cake Company before going into the business, serviced the machines out of a horse and buggy, and spent nearly 10 years with these devices in all.

In 1917, the Morris brothers teamed up to operate the first practical coin machine built. "There was a short stretch when Joe and I were in the candy business intervening," Lou smiled, "but we found that nobody but the manufacturer can make a living from candy. Our experience in the jobbing business made us glad to return to the coin machine field."

So, shortly after World War I started, the Morris brothers were out with the first pin games, which were built by Keeney and distributed by Gottlieb, with whom both are still connected. Finding that the early pin tables crowded them out of their homes, the brothers set up an office at Grant and Park Avenues in St. Louis, which, incidentally, was the first operator headquarters to be established outside a home. When the pin games proved profitable, Lou and Joe moved into the punchboard field—from 1929 until late 1932, distributing a long line of the boards, which required five or six salesmen. "We made money on punchboards in those days," Lou reminisced. "Most of them were the old one-shot item." Operating punchboards got Lou accustomed to traveling to Chicago every thirty days, a habit which he has kept up ever since. However, punchboards, like all good things, faded during the depression, and the brothers regretfully gave them up.

About 10 years ago, Brother Joe opened up J. S. Morris Novelty Co., after some service with the Walter Freund Baking Company as supervisor. In 1932, Lou started up Morris Novelty Co. on a big scale—adding music, pin games, vending equipment, etc. "Things were bad in the coin machine business in 1932," Lou pointed out. "Actually, I credit the return of coin operated machines to popularity of two machines—the Rock-Ola *Jigsaw*, the first game to give free plays, and a little later on, the Bally *Bumper*, which was the first pin game to light up on electrical contact. Those two machines put 'glamour' back in the game—and saved an industry which then looked as though it were dying on its feet."

Now in the same location for more than ten years, Lou operates one of St. Louis' largest strings of pin games and phonographs, and is a distributor for Genco as well. He's building a new building, which will be completely air conditioned, include all modern shop facilities, salesroom, etc., with 15 employees. The territory, unlike the past, consists only of St. Louis and St. Louis County. Receipts are about equally split between pin games and phonographs.

Some of the ideas which Lou pioneered were "rush location service" available to location owners when machines went out of kilter, one of the first to change phonograph records weekly, and one of the first to put location splits on a standardized basis.

Lou has been the apparently-irrevocable president of the St. Louis Coin Machine Association since its founding. Twelve years ago he was elected president of the old St. Louis Associated Phonograph Owners Association, sharing the helm with Martin Balensiefer, since departed elsewhere. Lou has been president of this group ever since, except for one year when Walter Koch took the office. During the war, he consolidated pin game and phonograph operators into one association, the Missouri Amusement Association—which has been one of the most tightly-knit, efficient coin machine groups in the country.

Lou has survived a lot of tough competition, ups and downs in the field, etc.—and still has his native enthusiasm for the game. Now, using seven collectors on the route, and three full-time mechanics, his string is one of the best-managed in the State.

His hobbies include playing cards, "gin rummy and a little poker," regular trips to Chicago where he combines pleasure with business, and frequent jaunts down to Hot Springs, Arkansas. In his 32nd year in the St. Louis coin machine trade, he has earned plenty of respect as a man who "calls his shots" in every phase of the business.

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AUTOMATIC MUSIC

'Bama Music Men Meet

MONTGOMERY, Ala.—The fast-growing Alabama Music Operators' Association, formed last month, has already enrolled half of the state's music operators in its organization, according to Col. Robert L. Choate, the group's general business manager.

At a recent one-day session, James A. Gilmore, secretary-manager of CMI, was principal speaker. Gilmore declared: "Any trade association, national, state or local, that is not founded on the basic principle of mutual profit or common benefit for its members has no right to exist and is sure to fail in the long run. Every member of any industry should belong to its trade association and support it, both morally and financially."

New Record Binder Discovered By Oklahoman

TULSA—Howard Dolph, AMI distributor, has hit upon a money-saving idea for binding records used in Automatic Hostess studios.

"Lay a record on a small turntable," Dolph says, "then start the white scotch tape (3/8" wide) and stretch it tight as you go. You don't even have to pat the edges down because it automatically lays down tight. If you get hold of a dry roll and it won't stand stretching without breaking, place the roll in a tight can together with a damp cloth overnight and then watch the results."

Ward Joins Jones Distributing

SALT LAKE CITY — Fresh out of the Navy, Mark T. Ward, formerly with the Internal Revenue Department, has been added to the staff of Jones Distributing Co.

Ward is a graduate of the University of Utah, where he majored in Business Management, is married and the father of two children.

Music Operators Throughout Country Slowly Swinging To Dime Play

CHICAGO—An authoritative source high in the phonograph industry flatly predicts that by spring five-cent play will be as rare as nickel glasses of beer.

"The change," he said, "must be made cautiously. It's something that can't be done overnight. The public must be re-educated slowly. But Dime Day is arriving because operators realize the unequivocal choice between survival and extinction leaves no room for compromise."

When the subject of ten-cent play was first broached by THE REVIEW, one of the complaints most generally heard was that if one man did change a machine and a competitor across the street stood pat, the changing operator would suffer loss in business because the more coin-conscious segments of the public would walk across the street and get two plays for the price of one. This is especially true of race spots which are patronized by many customers for the sole purpose of playing music.

Surprisingly enough, operators are cooperating with each other in an effort to hurdle this problem. Two of them were overheard talking in a jobbing house the other day. One said: "I'll change the machine in ..... to dime play if you'll do the same for your location across the street."

"That's all right with me," rejoined the competitor.

"Okeh, then, let's both do it on Wednesday."

Results of change-overs to date are highly encouraging. Inquiries directed to operators in every part of the nation indicate that while play has decreased 25 to 35 per cent, gross has increased as much as 50 per cent.

A route of 80 phonographs in northern California showed a boost of 32 per cent in revenue during a two month period.

Fifty music machines at a summer resort town, whose receipts usually nosedive this time of year, have been able to maintain their summer average by converting. Receipts at another beach town jumped 12 per cent during the first two weeks of dime play.

San Francisco operators report that while play has dropped 30 to 40 per cent, gross has fattened the kitty from 30 to 45 per cent.

One of the reasons for the slowness in effecting alteration is that the mechanisms required—anvils, inserts and slug rejectors—are slow in coming through the supply lines. Time required for changing the unit itself is insignificant compared to the tedious task of converting bar boxes. "It took my man two weeks to change 25 locations," a prominent operator told THE REVIEW.

DeWitt "Doc" Eaton, vice-president and general sales manager of AMI, Inc., after making a survey of ten-cent play in the eastern part of the country, confirms THE REVIEW's findings: conversions are progressing steadily and surely everywhere. "In countless locations I have seen the ten-cent play more than double the previous average intake of the location," he stated. "I have also argued the matter with hun-

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dreds of operators who agreed that the idea is good theoretically but are hesitant to become part of the crusade for fear that their locations may temporarily let down. To all of these latter people I say any time you indulge in a crusade there is a certain amount of sacrifice that has to be made. You can take my word for it that if you will embrace ten-cent play and install it universally, the public will become adjusted to it more quickly than you realize and your own income will be so greatly increased you will wonder why you didn't take it up long ago."

Seymour Schwartz, phonograph operator of this city, has come forward with the suggestion that the first ten tunes on the machine, which would be the top selections, should be sold for a dime and the balance for a nickel. He points out that conversion to ten-cent play would mean that only the best, most popular records would get played.

An installation expert shuddered at the suggestion. "That would be one sure way of putting all operators in the red because installation costs following such a pattern would be prohibitive. Two separate sets of wall boxes, one for nickel and one for dime, would be required, which would mean duplication of equipment and a quantity of extra parts."

An added convincer to those hesitant about hiking play to a dime is furnished by government economists who reveal that the power of the dollar has dwindled to 69 cents from 1941 to mid-September of 1946 and will possibly shrink even more.

Atlas Buys Into Musicraft

NEW YORK—Atlas Corp. has acquired a substantial interest in Musicraft Recording Corp., formerly Jefferson-Travis Corp. Stockholders approved the agreement at a special meeting.

Musicraft, one of the country's largest independent recording companies, operates three plants in the United States and distributes their product on a world-wide basis.

Coinman's Son Dies

NEW YORK—The Great White Row of Coindom extended heartfelt sympathy to Harry Morrison of Morrison Music, whose son died.

Operating Changes and Additions in K. C.

KANSAS CITY, Mo.—The coin ranks of this city were swelled by the addition of two new operating firms and the unmerging of a partnership which will henceforth be single enterprises.

Newcomers are Star Music Co., with Roy Pittman in charge, and Harlem Amusement, a partnership formed by Eddie Smith and W. E. Wright.

The Reed-Jackson Music merge went purge when Jackson started Bronze Distributing and Reed began game-routing on his own.

Add Musicraft Distributor

NEW YORK—Dixie Record Suppliers, Inc. of Richmond has been appointed to cover the state of Virginia by Musicraft Records, Inc.

Victor, Decca List All-Time Hit Discs

CHICAGO—DeWitt "Doc" Eaton, Vice President and General Sales Manager of AMI, Inc., was reminiscing with officials of RCA Victor when the talk turned to best selling phonograph platters of the past. Eaton asked: "How about listing the 20 best sellers in the history of your company?" He put the same question to Decca—and here is the result:

Victor—"Boogie Woogie" (Tommy Dorsey), "Begin The Beguine" (Artie Shaw), "Whispering" (Paul Whiteman), "Chattanooga Choo-Choo" (Glenn Miller), "Prisoner's Song" (Vernon Dalhart), "Three O'Clock in the Morning" (Paul Whiteman), "Ramona" (Gene Austin), "Dardanella" (Selvin's Novelty Orch.), "Till the End of Time" (Perry Como), "There's a Star Spangled Banner Waving Somewhere" (Elton Britt), "There Are Such Things" (Tommy Dorsey), "Piano Concerto in B Flat" (Freddy Martin), "Beer Barrel Polka" (Will Glahe), "Elmer's Tune" (Glenn Miller), "In the Mood" (Glenn Miller), "Sunrise Serenade" (Glenn Miller), "My Blue Heaven" (Gene Austin), "Yes, We Have No Bananas" (The Great White Way Orch.), "Parade of Wooden Soldiers" (Paul Whiteman), "Blue Yodel" (Jimmie Rodgers).

Decca—"White Christmas" (Bing Crosby), "Silent Night" (Bing Crosby), "I'll Be Around" (Mills Bros.), "Don't Fence Me In" (Bing Crosby & Andrews Sisters), "I'm Making Believe" (Ink Spots & Ella Fitzgerald), "Rum and Coca-Cola" (Andrews Sisters), "Pistol Packin' Mama" (Bing Crosby & Andrews Sisters), "You Always Hurt The One You Love" (Mills Bros.), "Going My Way" (Bing Crosby), "I'll Be Home for Christmas" (Bing Crosby), "You'll Never Know" (Dick Haymes), "Sunday, Monday or Always" (Bing Crosby), "Green Eyes" (Jimmy Dorsey with Bob Eberly and Helen O'Connell), "To Each His Own" (Ink Spots), "The Gypsy" (Ink Spots), "Chopin's Polonaise" (Carmen Cavallero), "I Can't Begin to Tell You" (Bing Crosby), "In My Arms" (Dick Haymes), "Is You Is Or Is You Ain't" (Bing Crosby & Andrews Sisters), "Street of Dreams" (Ink Spots).

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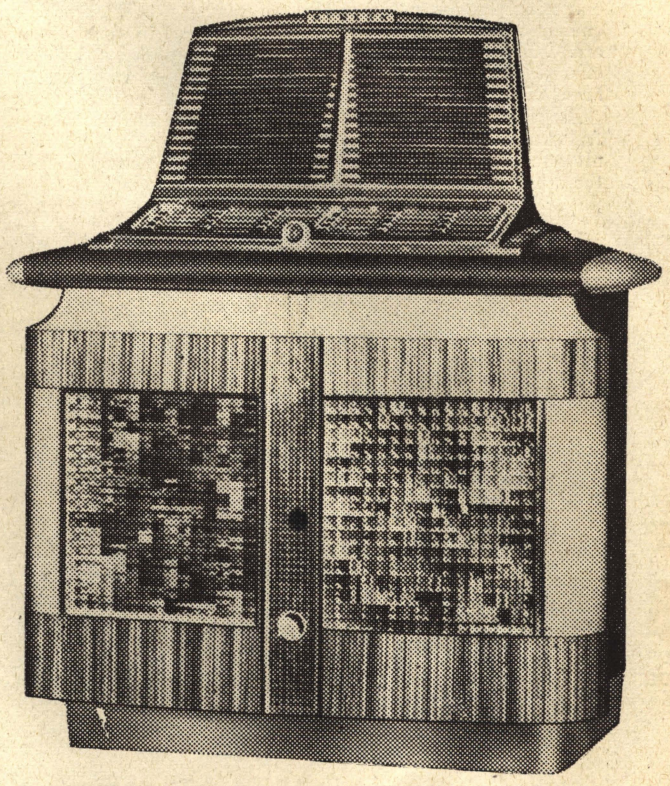

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SCAMOA Joining Teamster's Union To Eliminate Percentage Chiseling

LOS ANGELES—The perennial problem of how to keep a small minority from "bumping" locations by offering higher percentages, the most pernicious stumbling block in the annals of automatic music operating, has been the subject of never-ending debate among phonoites of Southern California. Until now, all suggestions offered toward alleviating this obstacle have failed to attain desired results.

At press time, the Southern California Automatic Music Operators' Association, after several months of negotiation, was in the final stages of discussion preparatory to signing a contract with the Teamster's Union; this, coupled with tightening regulations and the injection of a strong set of enforceable teeth, offers new hope in breaking down the barricade to profitable operations.

Under the union affiliation, membership in the association and the Teamster's Union will be synonymous. Only locations not stickered with the association's tab will be eligible for "bumping." Members will be given ten days to affix stickers to machines or wall boxes; after that, their locations will be declared open target for competition.

A non-union, non-association competitor who moves in on a member will be reported to association headquarters, and if the location persists in keeping the outsider's equipment, his establishment will be picketed and shipments of supplies will cease.

A union-association member who ousts a brother member will be hailed before the association and forced to pay a fine of $25 plus the cost of moving back the first operator's equipment. If he persists in these tactics, he will be expelled from the group.

If a location desires a competitor to place a machine in his place because of poor service, the competitor will take the matter up with the association, who will act as a clearing house for all disputes, and the incumbent will be asked for his version. If poor location service continues, the operator will be open to fine and loss of location.

The SCAMOA is a far cry from the defunct Music Operators' Association of Southern California. The latter group lacked central drive and unity. Jay Bullock, managing director of SCAMOA, has taken a page out of Curley Robinson's book, and as a result, a new light glimmers for music men. Bullock has shed the cloak of easy amiability and has imbued the group with dynamic leadership.

At the November 12 meeting, he placed the cards face up on the table and drove his points across with foresight and power.

"Six associations in Southern California have failed for one of two reasons," Bullock told the group. "Either the power or desire to enforce edicts was absent or the association did not ever have more than $500 in the treasury at one time.

"This association is our last chance. I have sold my phonograph interests and what happens from now on doesn't make any difference to me. But I have the interests of the operators at heart and this one is going to work even if I have to dig into my own pocket for the funds."

Chicago Assesses $25 License Fee for Phonos

CHICAGO—The city council has imposed a $25 annual license fee for phonographs, from which it expects to net an additional yearly revenue of $150,000.

The ordinance was introduced by Alderman Bowler, chairman of the council finance committee, and was supported by Mayor Kelly. Kelly declared that rigid enforcement of the new ordinance would serve to abolish syndicate control and eliminate many machines which have invoked protests because they were being played in the early morning hours.

Last year, when the council voted a $50 license fee, the Supreme Court maintained that it was a confiscatory and extra legal ordinance. The $25 fee was set following a conference between aldermen and representatives of the local phonograph operators association.

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800 Lower Sides	13.50
800 Middle Sides	3.00
800 Top Centers (Right or Left, Red)	8.00
800 Back Sides (Green)	9.50
800 Top centers (onyx)	4.00
600, 500 Top Corners	4.50
700 Top Corners	7.50
700 Lower Sides	9.50
700 Back Sides	8.50
750 Top Corners	8.75
750 Lower Sides	8.75
750 Top Center	4.25
750 Middle Sides	2.00
850 Top Corners	9.50
850 Lower Sides	8.75
850 Top Center	11.00
850 Peacock Glasses	3.50
950 Lower Sides	10.50
24 Top Corners	1.00
24 Lower Sides	4.00
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Standard, Master, Deluxe or Supers: Top Corners (Solid Red, Yellow or Green)	$12.75
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"Hi-Tone" Model 9800, 8800, 8200: Lower Sides (Solid Red, Yellow or Green)	14.50
"Hi-Tone" Grille Pilasters	2.25
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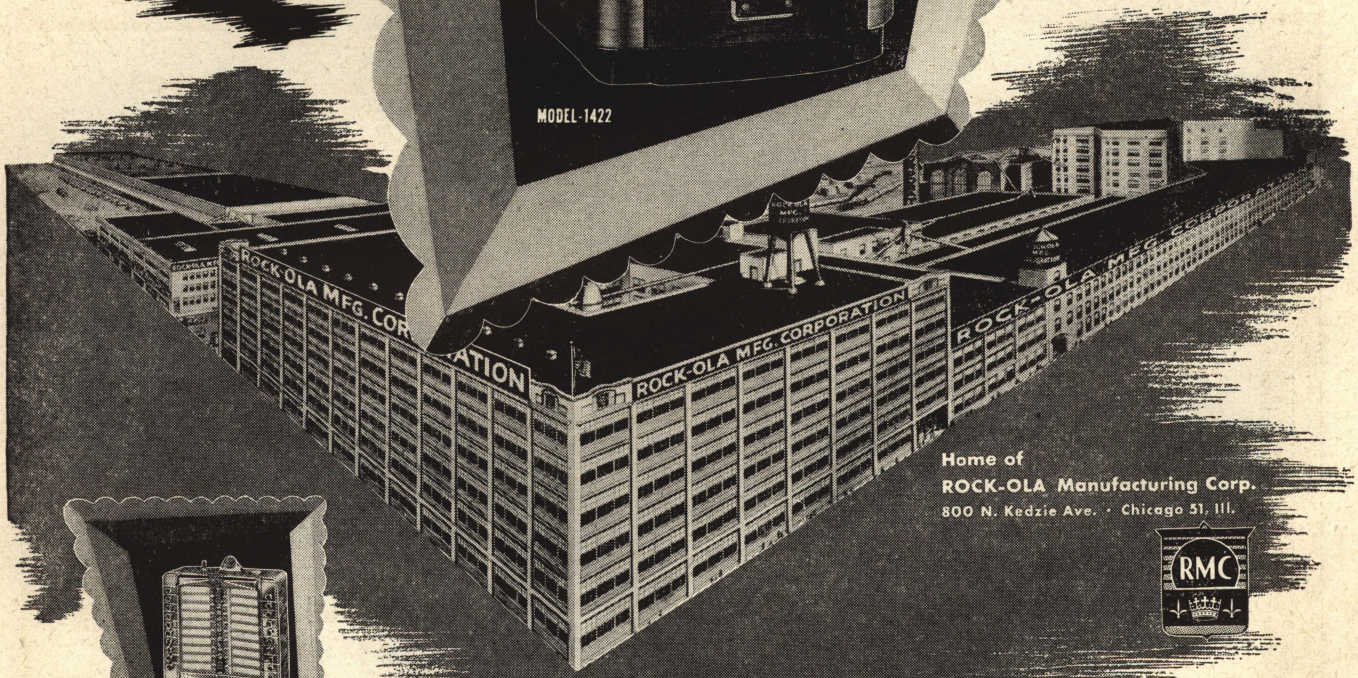

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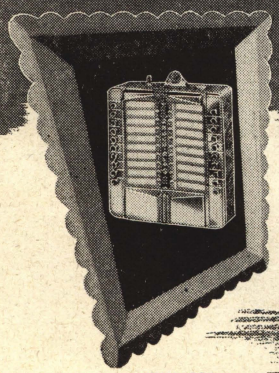

WALL BOX
MODEL-1530

ROCK-OLA

COIN MACHINE REVIEW
29
FOR DECEMBER 1946

Official Photographer for . . .
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MERGE STUDIOS
EX 2458
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EXPERT COMMERCIAL and FINE PORTRAIT PHOTOGRAPHY

Musical Minutes Given Deluxe Presentation

NEW YORK—Back in the building he occupied before the war, when he represented one of the industry's leading manufacturers, John A. Fitzgibbons is using a merchandising technique as smart as that of any Fifth Avenue store for his presentation to coinmen of the new Musical Minutes system and the John Lee commercial music installation.

Designed by Leo Knebel, whose record of accomplishment shows more than ten year's experience in amplifier and automatic phonograph designing and engineering, Musical Minutes is being displayed in a cocktail lounge set-up, complete with booths in which the individual control boxes are set, with bar, and with other atmospheric effects. Any operator can walk in and visualize the units in one of his locations; by the same token, any skeptical location owner could be taken into the Fitzgibbons showroom for a good, convincing look.

Probably the first combination of commercial installation—suitable for factories, offices and similar places as well as for dine-and-dance spots—with individualized music (and both can operate simultaneously), there are a number of interesting innovations in Fitzgibbons' new product. The unit has a 20-coin accumulator, providing 120 minutes of music. A Veeder counter on the studio amplifier registers every coin dropped. The neat control-amplifier boxes—simple in design but richly finished—have both five and ten-cent coin drops to provide, respectively, six and twelve minutes of individual music for the area immediately around the control.

Moreover, the booth-boxes are so designed that they are easily accessible for removing cash boxes: all mechanism and wiring is attached to the back plate which is securely fastened to the wall or other support; the cover lifts off as a separate unit. The two parts are, of course, securely locked. Use of a knife- and fork-proof louvre in front of the amplifier in each control box prevents damage through either carelessness on the part of the patron, or through deliberate vandalism.

The studio unit is equipped with two turntables. In normal operation, the two take turns in providing almost continuous music; there is, to be exact, a two second lag between the time one record ends and the next one, on the second turntable, begins. Actually this arrangement constitutes a highly effective check against any mechanical failures; while the unit is engineered to minimize failures, should a short-circuit occur in one playback, the other will remain in continuous operation. This same control also eliminates any recordings which might prove faulty.

General announcement of Musical Minutes and the John Lee System is now in preparation. Fitzgibbons' new-old address is 453 West Forty-seventh St., New York City.

* * *

How does man resemble a tack?

He can go only as far as his head will let him.

Death of James E. Broyles Mourned by Phonograph World

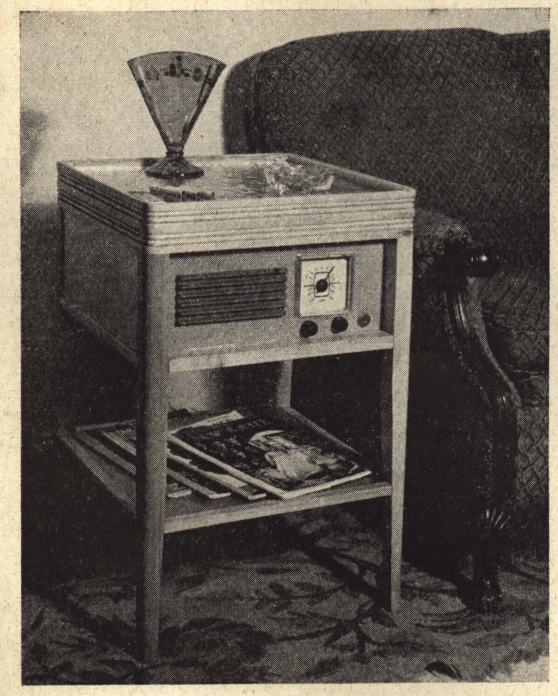
NORTH TONAWANDA—Phonodom lost one of its most influential figures with the death of James E. Broyles, sales executive of the Rudolph Wurlitzer Co. for more than ten years. Broyles had been ill for several months before succumbing to a heart attack. He was 63.

Well-known from coast to coast after years as a traveling sales representative, Broyles is best remembered as a champion of charitable programs and a guiding force for the welfare of the industry. He played an active part in supporting the U. S. Treasury Department's bond program, and was instrumental in pushing Irving Berlin's famous song, "Any Bonds Today?" to the top spot in thousands of phonographs throughout the country in the early days of War II. From 1940 to 1943 he was national president of the Automatic Phonograph Manufacturers' Association.

A vital force in striving for fair consideration of municipal and federal tax matters, he was working on a national legislative survey at the time of his death.

Before joining Wurlitzer in August of 1936, Broyles served as general sales manager of the Central Pharmacal Co. of Seymour, Ind. for three years; from 1928 to 1933 he held the same position with the Capehart Corp.

Early Delivery - In Quantity Lots



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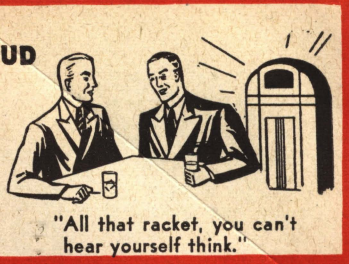
TOO SOFT

"Please, a little louder, I can't hear a thing."

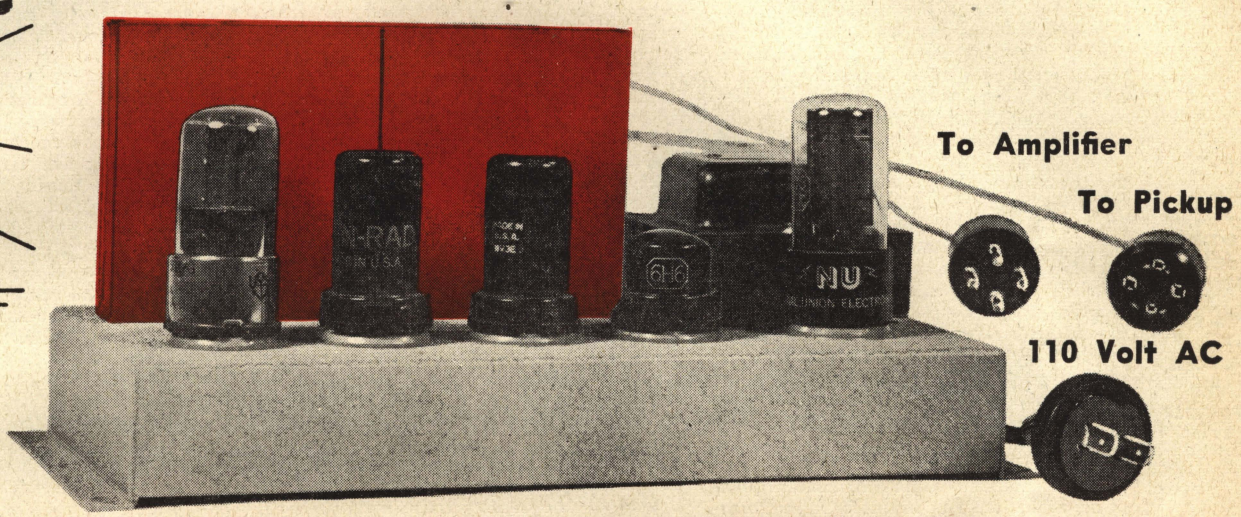
TOO LOUD



"All that racket, you can't hear yourself think."

SENSATIONAL DEVICE THAT SKYROCKETS YOUR PHONOGRAPH EARNINGS

And Puts You In Solid With Your Locations



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LOUD MUSIC
automatically tuned down to pleasant listening level

SOFT MUSIC
automatically tuned up to pleasant listening level

Get the jump on your competitors and equip all your phonographs with the Wayne Equalizer. Install on the spot—size of a cigar box—no servicing. The Wayne Equalizer does not constantly adjust the volume to compensate for varied noise in a location. The unit increases or reduces the volume on all records to a volume standard manually set by you or by the location. If your local distributor cannot supply you, write, wire or phone us.

For use with crystal, PN type, or magnetic pickup

GUARANTEE

Wayne Equalizer is guaranteed in workmanship and materials for 90 days. If, within 30 days, it does not satisfy you for any reason, return it and full purchase price will be refunded.

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Mexican Records Provide Excellent Variety for Phono Programs

by B. J. McMANUS

Do you use Mexican records in your programs? In locations patronized by Mexican nationals or *poches* (U. S.-born citizens of Spanish ancestry) undoubtedly you do. But how about your other locations? Do you include Mexican numbers for variety? If not, you may be missing a good bet.

What about these Mexican records? What criteria can the operator use for judging them?

Naturally the type of Mexican music that is played on the automatic phonographs is of either the popular or folk song variety. Like our popular music, it represents a fusion of many different elements. The folk song type, in particular, summarizes the history of the people. In this case the Indian heritage, the civilization brought by the conquerors from Spain, the Revolution, importations from other countries coming in as modern inventions have annihilated the physical barriers between nations—all combine to produce the various types of Mexican music.

When you take a look at the Mexican records you may be a bit puzzled by the labels. Let's take time out to discuss these labels or types of selections before we take up more specific points. (Note: If this discussion bores you, just skip the next few paragraphs.)

Son, literally *sound* or *tune*, is a generic name for native airs of Cuba and Central America. Sometimes *son* will have a qualifying adjective. For example, a *son montuno* is a rustic or country song. A *son afro* or *son afro-cubano* is a Cuban *son* with the strong syncopation and percussive instrumentation typical of Negro songs and dances.

Canción means *song*. A *canción blues* or a *canción popular* is the Mexican counterpart of our North American popular songs and, like their North American cousins, these songs usually reach fame via the movies and the radio.

A *canción ranchera* is a ranch song and popular in the way our hillbilly and cowboy songs are.

The *bolero* originated in Spain where it was a brisk dance in ¾ time with well-marked rhythm. Coming to Mexico via Cuba, the *bolero* has become a popular medium of song.

The *habanera* likewise came to the New World through Cuba and originated in the *contradanza* of Spain, a distant relative of the 17th century English Country Dance. The most famous *habanera* is that in Bizet's opera *Carmen*, an *habanera* that Bizet borrowed from a song by a Spanish composer. The *tango* of Argentina is a variant of the *habanera*.

Still another musical type of direct Spanish descent is the *jota* which may be alternately sung and danced. Since it originated in the Spanish province of *Aragón*, it is sometimes called the *jota aragonesa*. Snappy, fiery rhythm is its characteristic.

You can readily guess that a *vals* is a waltz; a *vals tropical* is a waltz in faster tempo.

The *rumba*, like the *danzón*, the *conga*, and the *samba*, is of *Afro-Cuban* ancestry.

The *guaracha* is from the Caribbean area. In Puerto Rico it is a popular song. Of Spanish origin, it is really a song-dance in 6/8 time, sometimes performed with rumba rhythm in duple meter.

Various regions of Mexico have contributed special types of songs and dances. From Vera Cruz comes the *huapango*, a very fast dance. Yucatán furnishes the *jarana* said to be closer than any other type to the ancient Mexican songs. The *zandunga*, in waltz time, originates in Tehuantepec. The *jarabe tapatío*, from the state of Jalisco, has become the national folk dance of Mexico.

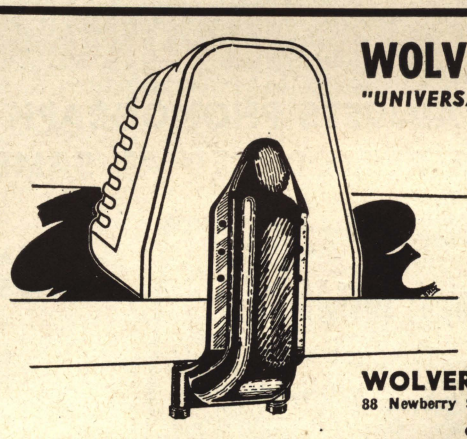
One of the most captivating types of Mexican music is the *corrido*, a ballad-type of song deeply interwoven in the roots of Mexican folk history. Like the folk ballads of other nations, the *corrido* is dramatic, intended to make an emotional impression on the audience, and simple, usually being divided into stanzas of four lines. The story is the important part. Subject matter may cover historical events, political occurrences, gossip, laments for the dead telling of imagined conversations between the mourner and the ghost, deeds of popular heroes, sensational or comic episodes of the moment.

Corridos are informal and the older ones have been transmitted orally for generations. Only recently has there been a tendency to put *corridos* down on paper. Because the words and phrases used are simple, somewhat conventionalized, and are repeated over and over again, *corridos* are quickly and easily composed. Often the singer or singers will make up some verses of their own on the spur of the moment to add to the story.

Some claim that the word *corrido* comes from the Spanish verb *correr*, to run, and was applied to the ballad because the singer often had to run for his life when he was caught singing a subversive ditty.

On Mexican records the accompaniment is usually furnished by an orchestra or a *mariachi* band. The term *mariachi* is applied to both music and musicians and originally indicated the particular type of popular, gay music that was characteristic of the state of Jalisco.

A *mariachi* band may have from three to ten players and uses violins, guitars, a *guitarrón* (large five-string guitar). In both orchestra and *mariachi* the stringed instruments predominate. Native instruments such as the *Jaranita* (belonging to the guitar family but with great flexibility in the high registers), the *bandolón* (a variety of mandolin), the *salterio* (a resonance box of trapezoidal shape with five bridges through which the brass and steel strings pass), the *arpa popular*, the *güiro* and the



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INSTALLATION
Drill 3 or 4 small holes in back of box for small studs to go thru and screw into tapped holes in bracket, at same time drilling hole in back of box for cable, large studs tighten up under counter, drawing box solidly to counter.

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maracas (made from gourds and used in music of Cuban origin) are included. The orchestra may have a *marimba* with two or three players. The *marimba* is made of a series of square wooden tubes which range from major to minor. A series of wooden keys, corresponding in number to the tubes, is played by beating the keys with two wooden mallets which are tipped with small wooden balls.

Now, if you are still with us, let's see how you go about choosing from this wealth of material. Which of these types will be the most popular with your customers?

One large operator tells us that in locations patronized by Mexican nationals the order of preference is as follows: (1) *rancheras,* (2) *boleros,* (3) *corridos,* (4) *rumbas,* (5) other types. A manufacturer of Mexican records tells us that in the sale of records he finds the following rating: (1) *rancheras* and *corridos*—about 80 per cent, (2) *boleros,* (3) other types. The representative of another manufacturer gives a different rating however. He places *boleros* first, *rancheras, canciones* and *corridos* second, other types third.

Vocal numbers are the most popular with duets and trios edging up on solos for the spotlight. Current favorites among the artists are: Chino Ortiz, Pedro Infante (for *rancheras*), Martha Triana, Toña la Negra (for rumbas), Fernando Rosas (a rapidly rising star, especially good in *boleros*), Manuel Acuña.

In the duo field there are the Hermanas Hernández, popular stars on XEW of Mexico City, Hermanas Padilla, Martín and Martita, the Duo Azteca. Popular trios include Los Madrugadores, Los Morenos, Los Crudos, El Trío Guerrerense.

While song hits from current Mexican movies and new songs introduced on Mexican radio programs are often very popular, the "oldies" have a habit of staying in the running or staging a come-back. Therefore an operator is pretty safe in splitting his Mexican program 50-50 between modern songs and old favorites. The old favorites include such anonymous folk songs as *Adelita, Allá en el Rancho Grande, Amapola, Las Mañanitas, Cuatro Milpas, La Mancornadora, Pajarillo Barranqueño, Pregúntale a las Estrellas* and old-timers like *Estrellita* and *A la Orilla de un Palmar* (Manuel M. Ponce), *La Borrachita* and *Adiós, mi Chaparrita* (Tata Nacho), *Mi Viejo Amor* and *La Chaparrita* (Esparza Oteo), *El Abandonado* (Alvarado), *Cielito Lindo* (Fernández).

Age of the patrons is another factor to be considered. Those in the older age group prefer the old songs. The younger generation place North American hits first and current Mexican hits second with old favorites trailing along in third place. How to please them all? Well, if your location is a malt shop, for example, you can safely stock heavily with records from the North American Hit Parade with a scattering of selections from current Mexican hits. In locations patronized by all ages, divide 50-50 between North American and Mexican recordings or perhaps 2/3 Mexican and 1/3 North American.

For many straight North American locations a few Mexican records in your program will prove good. At least try them out to see how they go over. The past success of such songs as *Allá en el Rancho Grande, La Cucaracha, Amapola, Cielito Lindo,* etc., is a good indication of the appeal Mexican music has. Good *rumbas, rancheras, corridos* and *canciones populares* have the rhythm and novelty necessary to draw many repeat plays. *Boleros* may or may not appeal to the North American taste. With Mexicans the words are as important as the music—if not a bit more important. For English-speaking customers

(See MEXICAN RECORDS, Page 40)

OPERATOR'S FRIEND

OIL

THAT REALLY LUBRICATES

Can't gum. Especially for Coin Machines. A few drops will save many service calls.

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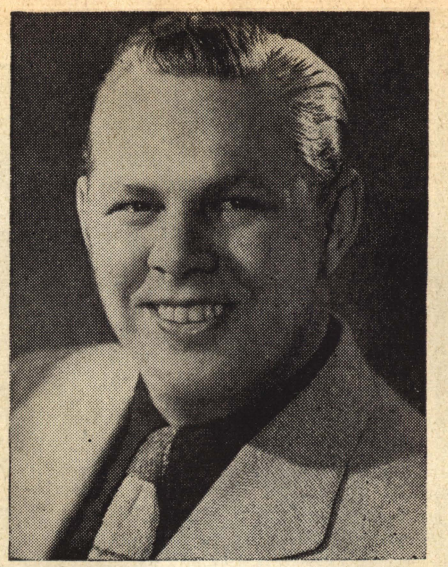

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Compact . . . Small . . . Expertly Engineered . . .
The "Honey" of the Hideaway Field!

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The Pla-Mor

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"OUT-OF-THIS-WORLD" SPEAKER

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Model 7

for 1947

Your Phonograph

Rich walnut with a softly glowing lighted plastic crown—
Highlights and shadows that glow and gleam—
Romantic and appealing—as captivating as firelight—
Gay—but not garish—
Beautiful—but not bizarre
As entrancing as a rainbow—

HOMER E. CAPEHART'S

PACKARD PLA-MOR

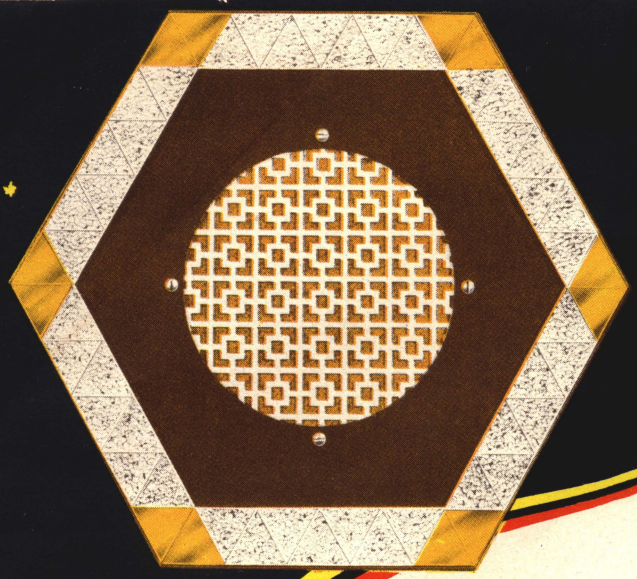
Speaker 1000

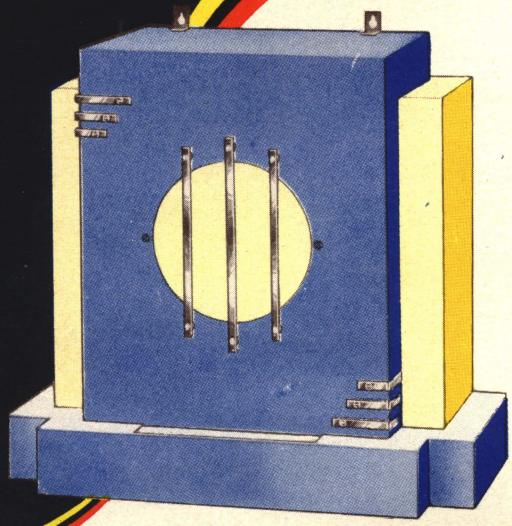
"OUT-OF-THIS-WORLD"

Breath-taking

Scintillating—Sparkling—Effervescent—
Exciting as rare champagne—
Perfect for the Dream-Boats and Wonder-Bars—
Fills the room with dancing bubbles of light—
Operates with the Packard Pla-Mor Phonograph
Hideaway (Shown at left)—With the beautiful
Packard Model 7—or any phonograph.

Homer E. Capehart's Packard Pla-Mor Phonograph Hideaway Model 400
The smoothest, simplest, most desirable hide-away phonograph in Automatic Music History





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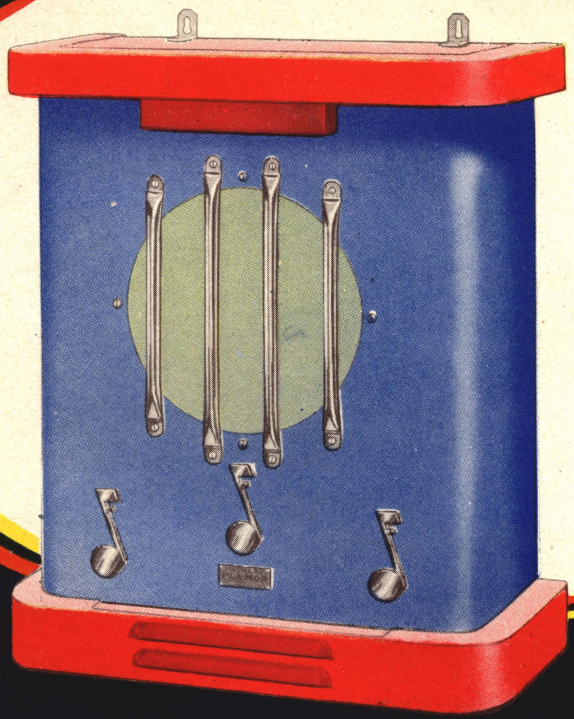
● Wherever nickels need to be coaxed—that's the place for Packard Pla-Mor Wall Boxes. They have a great reputation (just ask an operator)—and they live up to it.

And truly music salesmen are the Packard Pla-Mor Auxiliary Speakers Dahlia, Daisy and Rose (reading from top to bottom). They're lovely to look at, delightful to hear, and profitable to own.

With the spectacular Model 7 floor phonograph; the unique and excellent Model 400 phonograph hideaway; the exotic Speaker 1000 "Out-of-This-World"; the intriguing, business-promoting Remote Control Wall Box; the speakers on this page and the Packard accessories (adapters, 30-wire cable, bar-brackets, etc.) you have the *complete* line of unequalled, profit-engineered automatic music equipment—Packard-All-The-Way—for profit!



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SELECTIVE REMOTE CONTROL

Model 400 HIDEAWAY

Here is the acme of all Hideaways . . . an operator's instrument built by seasoned minds whose rich experience in the Industry is reflected in this outstanding unit. A product by the pioneers of automatic music. Come in and see this revolutionary Hideaway today!

Ready for Immediate Delivery

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Model 7

1947 PLA-MOR PHONOGRAPH

We invite all operators in our territory to drop in and examine the new Model 7 Packard PLA-MOR 1947 Automatic Phonograph. Gay—but not garish; Beautiful—but not bizarre . . . this Phonograph tops the field in performance as well as appearance. Scientifically engineered and built-right for long, trouble-free operation.

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PACIFIC COAST DISTRIBUTORS

1347 West Washington Blvd. Richmond 5527 Los Angeles 7, Calif.

MEXICAN RECORDS

(Continued from Page 33)

unable to follow the story the *boleros* lose much of their drawing power.

Where can you obtain Mexican records? At present there are five companies making Mexican recordings available to operators here: Peerless, Ideal, Azteca, Imperial, Mexico. With the exception of Ideal records, all are made in Los Angeles and Hollywood; Discos Ideales are made in Texas. Peerless makes their original recordings at the studios and factory in Mexico City and ships the matrix to Los Angeles where Coast Manufacturing Co. handles production and distribution. Records are released simultaneously in Mexico and Los Angeles.

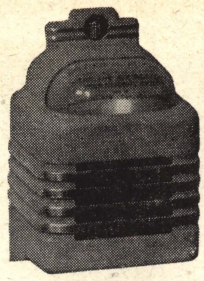
Peerless issues a monthly Mexican Hit Parade which is compiled from Mexican and North American sources—radio popularity, sales, and reports from operators. In addition some of each month's crop of new Mexican recordings are reviewed in the music section of THE REVIEW.

By the way, in some parts of Mexico the equivalent term to "juke box" is *rocola* regardless of the make of the machine—a feather in your cap, Mr. Rockola!

New Building for Columbia

NEW YORK—Increased demands for phonograph records has forced Times-Columbia Distributors, Inc., Columbia outlet in the New York area, to lease a new building. It is a three-story structure, encompassing 40,000 square feet, at 154-160 Eleventh Ave., New York City, and will be used as a warehouse, purchasing office and special phonograph operator's branch.

BAR BOX $2.50 500 Bar Box Castings



Suitable for open or closed mike-wired music or measured music. Can be used as a bar box for automatic and remote music. Size 5" x 9". Some castings are equipped with PM speaker and 5c National Slug rejectors. These castings are made of cast aluminum with hinged rear door. Some are polished on ribs and painted a gray wrinkle finish. Some are polished only. Send for sample today.

PHONOTEL CORP.

1012 W. 43rd St., Los Angeles 37, Calif.

Phono Starts Sigler On Road to Governor

DETROIT, Mich.—A tune from a coin phonograph is said to have influenced the election of Michigan's next governor, Kim Sigler.

It was back in 1943 that someone dropped a nickel into a box in Lansing which caused a change in plans of this stocky man with a ribbon of classical white running through his bushy gray hair. He was seated at a table where he listened intently to the song which came forth. After it was over, he arose, donned a now-familiar high crowned hat and started on the way which will lead him to the governor's chair in the Michigan state capital.

The music that came out of that coin machine was "God Bless America," and it struck Kim Sigler in such a way that he walked from the restaurant to the chambers of the circuit judge and accepted the job of special graft grand jury prosecutor.

"I thought it was time somebody took that song seriously," Sigler said.

Which seems to prove that there's more than just entertainment in music.

Cohen Sells Phonos

NEW ORLEANS—Selling his phonographs, Dan Cohen of Crescent Cigarette Service, will henceforth specialize in smokes. He recently moved into a building at 1051 Baronne St.

★★ NIGHT ★ CLUB ★ GIRLS ★★

A New Series For Peek or Panoram

FLYING FANS

SAMBA REGGIE ★ TIGER BOOGIE

GYPSY MADNESS ★ EGYPTIAN DANCE

THE WEB & THE BUTTERFLY

Write for Literature—Series 1 to 21

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NEW FILMS

for

Panorams & Solovues

Program No. 22

"NIGHT CLUB GIRLS"

1. Flying Fans
2. Samba Reggie
3. Gypsy Madness
4. Tiger Boogie
5. Egyptian Dance
6. The Web & The Butterfly

6 SOUND SUBJECTS

$36

Series 1 to 21 also available

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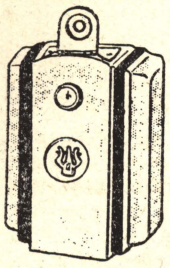
PARTS SPECIALS

JUKE BOX PARTS



A WALL BOX designed to play any make or model Victrola except mechanical trip Wurlitzer 500, 600 and 24. Plays all Panorams, etc. No selection can be made from box—it does not use a slug rejector but it is about 90% slug proof. No adaptors to add to machine. The box will pay for itself in a few days.

Type #1 5c..$7.50 each Lots of 20 or more, $7.00 each
10c.. 8.00 each Lots of 20 or more, 7.50 each

Type #2 Same as #1 except it uses a coin slide for money
5c..$8.00 each Lots of 20 or more, $7.50 each
10c.. 8.50 each Lots of 20 or more, 8.00 each

Use old Victrolas and install boxes for Tourist Camps, Resorts, Restaurants, etc. Complete installation less than half the cost of a new machine.

Micro Electric Cancel Kit or trip down for Wurlitzers or Seeburgs. $8.00 each. Specify make and model machine.
Electric cut off eliminates record wear at end of record. They come on new model Seeburgs.

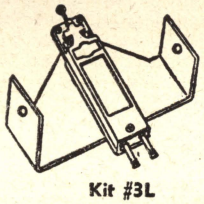
Crystal Conversion Kits.....$4.00 each

Eliminates record wear—a proven money saver.
Kit #1 fits all Seeburg Round Head.

Kit #2 fits all Seeburg Flat Head.

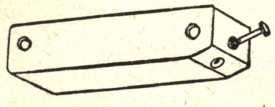
Kit #3L fits all Wurlitzers from Model 412 through Model 500 and 600.

Kit #3S fits all Wurlitzers from Model 700 through Model 1015.



Kit #3L

Acme Plastics in Stock for All Phonographs



B-2 (Black Type) Crystals with B-3 lugs in each box. Each..$ 3.25

Rock-Ola Belts—Genuine Gates V Belts. Each ..... .60

Micro Switches for Wurlitzer and Rock-Olas. Red and green on same switch. Per Dozen 12.00

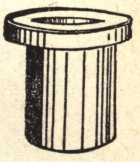
Universal Amplifiers—Fits 'em all except Hi-Tone. Uses 2 6L6, 2 6N7 and 1 5U4G tubes. SPECIAL, Each. 37.50

Program Strips—Red Border. Good grade but not our best.
Per 1,000 Sheets 3.00
5,000 Sheets, Per 1,000 ..... 2.75
10,00 Sheets, Per 1,000 ..... 2.50
Packed 500 to the bundle.

WURLITZER PARTS

Main Fiber Gears. Each	$3.95	Star Wheels. Each	$ .35
Turntable Main Drive Gear Assembly. Each	2.95	Star Wheel Pins. Each	.35
Turntable Worm Drive Gears. Each	1.50	Program Tins. Each	.10
Main Worm Drive Gears. Each	1.50	Per 100	8.00

Slug Rejector Funnels	Turntable Bushings
50c Each	50c Each



New Magazine Switch Boxes for 412, 616, 500A, 24A and 600A. Specify Model of Machine. Each .....$ 9.95

New Record Trays for Counter Model. Per Set 20.00

Escutcheon Plates for 412 and 616. This is the plate that goes around coin chutes with 5-10-25 stamped on it. Each $1.00

Brake Band Spring and Clip Assembly—All 24 Record Machines. Each $1.00

Coin Slides for 700, 800, 750, 850 and 500 and 600 Slug Rejector Models, 5c, 10c or 25c. These are brass and nickel plated. Each $1.50

Casters—Standard Wurlitzer Size, Per Set of 4 ..... 1.35

Large Size—Fits All Phonographs. Per Set of 4 ..... 1.65

Casters have rubber wheels and are heavy duty type.

PIN TABLE PARTS

A. B. T. #500 Free Play, 5c Coin Chutes . . . $3.25 each

Time Clocks for Pin Tables. Each	$1.50
Plunger Assembles (plastic housing) Specify Game. Each	1.25
Plastic Housing Only. Each	.50
Plunger Rods—Specify Game. Each	.50
Plunger or Ball Lift Rods for Surf Queen, Victory Derby, etc. Each	.50
Plunger Springs—Specify Table. Per 100	3.00
Fuses—Cartridge Type. 1, 2 3 Amp. Per 100	3.50
5, 7½, 10, 15 Amp. Per 1000	2.50
Fuses—Screw In Type. 3, 6, 10, 15, 20 Amp. Per 100	5.00
Live Yellow Rubber Rings. Extra Large. Per 100	4.00
Large. Per 100	3.00
Small. Per 100	2.00
Rubber Rail, Live Yellow Type. Per Ft.	.10
Plunger Tips, Rubber, Large or Small Hole. Per 100	3.00
Contact Point Service Kit—Guardian. Each	7.50
Guardian Interchangeable Relays In Stock	Write

Rebound Gate With L Shaped Spring	Each .10 Per 100 $8.00
Phosphor Bronze Contact Blades, .006, .008, .010, .012, .015 or .020 Thickness—Specify. Per 100	3.00
Leg Levelers. Each	.15
RECTIFIERS Mallory F28C7 For Dominos & Bangtails Each	9.00
Benwood-Linze For Dominos & Bangtails. Each	6.95
Mallory F243CP For Genco Pin Games. Each	6.00
Benwood-Linze For Genco Pin Games. Each	4.75
The Benwood-Linze is as good as Mallory and much cheaper.	
Coils—Write and give number of coil and make of table.	
Miniature Base Bulbs In Stock	Write
Collection Books—3 Copy Type. Per 100	8.00
Small 4 Prong Wiper For Exhibit & United Counter. Each	.75
Gottlieb Gripper parts in stock—Send us number from your old part.	

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"NATIONAL DISTRIBUTORS FOR HEATH UNITS"

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Wired Music Has Won Its Spurs

by Louis Karnofsky

I lifted my eyebrows in disbelief—and that single gesture evoked a torrential outpouring of words that left no doubt that wired music, dubbed a "fad" in 1939, is a major cog in Phonodom and will be with us as long as the U. S. Mint coins dimes and quarters and the listening public keeps listening.

The statement which brought about the look of incredulity was made by Rodney Pantages, top man at Rodney Pantages, Inc., one of the country's largest manufacturers and operators of medium-volume music: "Test after test has proved that installation of wired music has increased drink sales at bars by 15 per cent."

When my brows went up, Pantages shifted into high. "One location, after installing our equipment, told us their business had doubled and attributed it to the Maestro Phonograph. While our system was an important factor in boosting volume, I don't believe it was responsible for that great an increase, even though the location seemed to think so. This same firm, contemplating building another cocktail bar, held their plans in abeyance while ascertaining if phone lines would be available to the location; if they couldn't get the lines, they were going to cancel their construction plans."

Pantages is a small, peppery man with tremendous energy and a fertile brain. It was he who conceived the idea of built-in mirrored cabinets which gives Maestro Music eye-allure and adds beauty to the swankiest cocktail lounge.

Where does "Voice By Choice" music derive its chief appeal?

Harken to the dynamo: "The basic reason is that it is alive; it has personality in the form of a girl operator. Liquor or beer sales increase because a bartender, by utilizing his unit at the proper psychological moments, (an extension box on the back bar enables him to talk to the operator without anyone hearing) can hold people in the location longer. For example: If it's near St. Patrick's Day and the customer is Irish, he dedicates a sentimental Irish ballad; if it's around Yom Kippur and there are Jewish customers in the place, he can call for 'Ali Ali.' If it's someone's birthday or any other special event, he can dedicate an appropriate song. People are pleased and their ego swells when they hear their name over the speaker. The personal touch cannot be under-rated.

"But that's not the whole story. People can dedicate numbers to their friends in another bar; most folks frequent certain spots regularly and their friends know where they are. With gag titles, they can play games. With romantic titles, young folks can make vicarious love.

"Wired music enables the nonentity to become King for a moment. He could be a file clerk, performing routine and monotonous functions. No one pays any attention to him at the office. He goes into a bar or tavern. The bartender either knows his name or finds it out in casual conversation and then plays a number for him. You mean to tell me that fellow isn't going to stick around a little longer?"

Interspersing his REVIEW interview with phone calls and consultations with his associates, Pantages continued: "There are very few marriages that are 100 per cent serene all the time. After a typical family quarrel, the husband leaves the house to 'cool off.' He goes into a bar, feeling sorry for himself. More than anything else, he wants to hear the pleasant voice of a girl—any girl. And wired music enables him to do just that. The music is soothing, too, and helps bring him out of his low mood."

Another phone call—then: "Our system also offers continuous dinner music by arrangement with the location. A nominal fee for a certain period (perhaps six to eight p.m.) can be decided upon, but if a customer wishes to hear a certain piece, he can still play the machine."

Holding the basic patents on wired music, the firm began manufacture in 1939. In 1941, after several thousand units had been turned out, production was halted by the country's call to arms. Instead of adopting a "wait till the war's over" policy, the company launched a full-scale experimental program, and in order to aid in the furtherance of that program, took over the operation of many units on location.

That concentrated application has borne fruit in the newly perfected Maestro System, which will be available some time after the first of the year.

Today most wired music studios are conducted along the following lines:

A coin signal is received from an outlying location, and the girl operator in the central studio switches to this station, saying, "Your number or selection, please." The customer requests an organ number or several other numbers, depending upon the amount of money deposited. The girl operator, who has been trained for several months, depends on her memory to find an organ tune with a minimum of delay. She locates an appropriate disc, places it on the

(See WIRED MUSIC, Page 44)

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NON-INFLAMMABLE
NON-BRITTLE
SHRINK-PROOF
RIGID MATERIALS
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PERFECT FIT • GUARANTEED

New! Unbreakable! Guaranteed! Clear, transparent plastic windows for Model 850 Program Holder. $5.00 Per Set.

Determine Right or Left as You Face Phonograph

ROCK-OLA MODELS

Standard, Master, DeLuxe or Super	Each
Top Corners	$12.75
Lower Sides	12.75
Top Door Plastics	6.75

The Above Available in Solid Red, Yellow, Green

COMMANDO	Each
Top Corners	$ 8.00
Top Center	7.00
Long Sides	12.75

Combination Yellow & Red Color Scheme.

SEEBURG MODELS

"Hi Tone"—Model 9800, 8800, 8200, Lower Sides	Each $14.50
"Cadet"—"Major" Top Corners	2.50
"Classic"—"Colonel" Top Corners	6.00

WURLITZER MODELS

	Each
24 Top Corners	$ 1.20
24 Lower Sides	4.00
61-71-41-600-500 Top Corners	4.00
700 Top Corners	7.00
700 Lower Sides	9.50
700 Back Sides	8.50
800 Top Center, Right or Left Red	8.00
800 TOP CORNERS	16.50
800 Back Sides, Green	9.50
800 Lower Sides	13.50
750 Top Corners	8.75
750 Lower Sides	8.75
750 Top Center	4.25
750 Middle Sides	2.00
850 Top Corners	9.50
850 Lower Sides	8.75
850 Top Center	11.00
950 Lower Sides	10.50

MILLS

Available in Red, Yellow or Green

Throne—Empress Top Corners	Each $14.00
Throne—Empress Lower Sides	14.00

SHEET PLASTIC 20"x50"—Non-Brittle, Pliable.
60 Gauge Red, Yellow or Green (Thickness of a New Half Dollar). Per Sheet $14.50.

IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!

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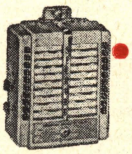
1902 • DEPENDABLE MUSIC SYSTEMS • 1946

OFFERS A COMPLETE MUSIC SYSTEM FOR ANY LOCATION!

REMOTE CONTROL Special

Ideal where space necessitates installation in a rear room or other remote position.

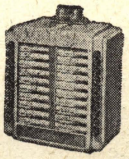


WIRELESS WALLOMATICS

Install anywhere. 20 selections visible. No knobs or dials to turn.

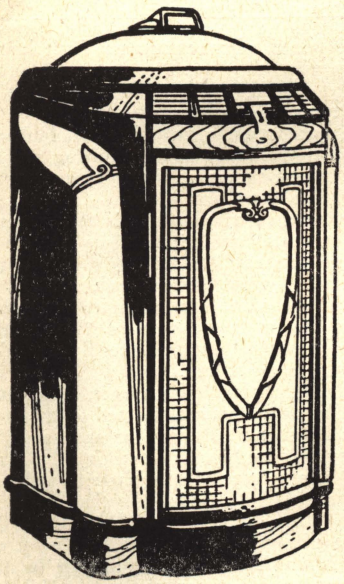
Scientific Sound Distribution is a new Seeburg development which permits flooding a location with sound at conversational level—no fade-away in far corners.

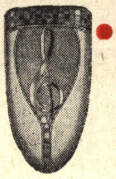
With Seeburg Scientific Sound Distribution and Wireless Remote Control you have the perfect music merchandising system that encourages music selection.



3 WIRE WALLOMATICS

A single 3-wire cable plugs into the Symphonola. Metal housing easily removed by single screw.





12-INCH MIRROR SPEAKERS

Beautifully styled. Molded plastic housing with ivory baked lacquer finish. Individual volume control.

TEAR DROP SPEAKERS

A compactly designed 8-inch impedance speaker that assures utmost fidelity. Furnished with or without volume control. Also complete line of RECESSED SPEAKERS.

Rolling up new records of popularity everywhere. New highs in playing, new lows in servicing. The "1-46" is making musical history.

DUAL REMOTE VOLUME CONTROL

Makes possible positive individual control of volume in both Symphonola and wall speakers.

COIN MACHINE REVIEW 43 FOR DECEMBER 1946

JACK R. MOORE Company

4 DISTRIBUTING OFFICES

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SEATTLE
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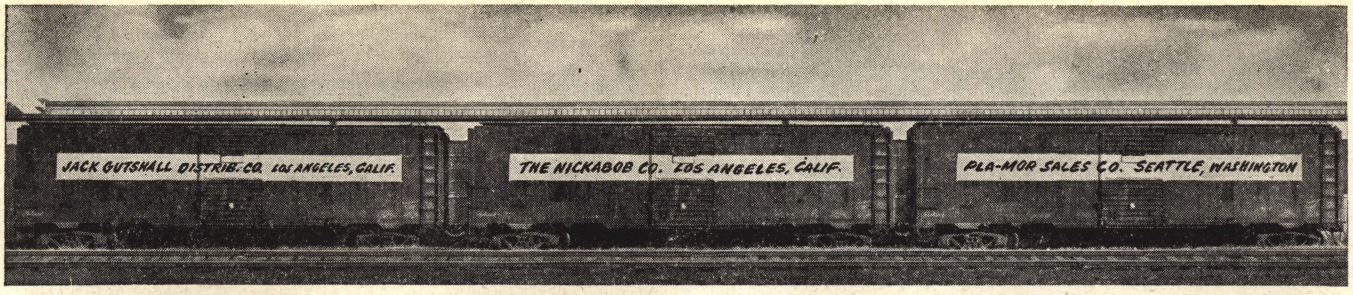
Seattle 99, Wash.

SAN FRANCISCO
348 Sixth St.
San Francisco 3, Calif.

SPOKANE
No. 4 Bernard St.
Spokane 4, Wash.



These three carloads of Packard "400" Hideaway Phonographs are headed west, to: Jack Gutshall Distributing Co., Los Angeles; Nickabob Co., Los Angeles and the Pla-Mor Sales Co., Seattle. They are only three of many cars now rolling away from the Packard loading dock.

WIRED MUSIC

(Continued from Page 42)

turntable, lifts the tone arm, and setting it on the record, starts it. When the record finishes spinning, the turntable stops automatically and the girl operator picks up the tone arm, puts it in the non-playing position, removes the record, and returns it to the file.

Maestro has developed an automatic record changer called "Maestromatic" and a system of expedient filing which they claim speeds up play ten to fifteen per cent and enables any girl, with a few weeks' experience, to handle the job without a memory course.

The girl attendant merely slips a ten or 12-inch record into the top slot; upon completion, it is removed from the lower slot.

Three sets of files allows the mike girl to locate records speedily. First, there is the alphabetical one, which catalogues by song title. Inasmuch as dozens of disceries wax the same song, only the most popular renditions are carried, i.e., by coming out first with "To Each His Own," Eddy Howard's pressing is the one the public usually wants. Freddie Martin, the Ink Spots and Tony Martin have done splendid jobs on this tune, but the public invariably calls for Howard's.

File Two tabs discs under major artists. Bing Crosby, Perry Como, Frank Sinatra, and other headliners are included.

The third one is a "color code" chart which hangs on the wall for easy reference and is used in conjunction with a tabbed rack.

An operator of 27 stations, whose stock of records totals almost 4,000, has racks containing discs which are alphabetized by artists and numbered. A central file lists all records alphabetically by title and indicates the artist and number, which acts as a cross-index to the artist listings.

This operator declares that time lost in selecting and placing records on the turntable is insignificant compared to delays on the board when customers don't know exactly what they want and stand around trying to make up their minds—all the while tying up the line.

The systems using two pairs of telephone wires has dwindled rapidly during recent years; most of them need only one, thereby cutting line charges in half.

The trend in wired music is toward mirrored cabinets. Attractive designs and fancy lettering are sandblasted on the mirrors, then back lighted, giving each location a personalized aura. For example, the name of the bar or room, such as "The Coral Room Presents 'Your Choice By Voice'" is carved on the mirror.

An enterprising operator in Pasadena has different figures sandblasted on the face of the all-mirror cabinets for each specific location. A wired music set-up in a bowling alley has a picture of a lovely with a three-holed oval in one hand. Another location called "The Santa Anita Room" has a picture of ponies on the run. In the event there is no individualizing feature about the location, the name alone is sufficient; art work, such as a cuddly cutie, helps boost eye-appeal.

"The wise operators are going in for more conservative colors on their units," a successful phone music man said. "The riotous kaleidoscopes, with their Fourth of July effect, are becoming spectacles of the past. Good music, not loud color, is what we're aiming for."

Instead of installing one central speaker in each location, the wired boys are placing as many as six, distributed over the entire area of the room, in order to mellow the music and remove "blasting" sounds.

Under today's price scales, how much does it cost to invest in this type of music, and what kind of returns can be expected?

The newcomer should have at least 20 stations to show a reasonable profit. It is generally agreed that the greater number of stations over 20, the more economical are operating costs, which automatically increases the ratio of profits per station. Some operators believe maximum economy

(See WIRED MUSIC, Page 46)

Packard Swamped by "Hideaway" Orders

INDIANAPOLIS—Carload shipments of Packard's Hideaway Phonograph cannot keep up with carload orders swamping the factory.

The overwhelming country-wide demand for Packard's Model 400 Hideaway and the "Out-of-this-world" Model 100 speaker does not come as a surprise to Packard executives and engineers who designed these two products as play-stimulating companions to the Packard Wall Box. The "Big Three" combo was geared for eye-appeal, customer convenience through extra selectors, and easier servicing, and all indications are that this triumvirate has hit a high-paying jackpot in the phonograph world.

THE ULTRAVOX AUTOMATIC RECORD VOLUME LEVELLER

The only unit that can be used satisfactorily with any model phonograph using either CRYSTAL or MAGNETIC pickup.

Maintains an average volume level on all recordings and can be regulated to satisfy your most demanding location.

Improved volume leveller utilizing distortionless push-pull circuit.

$34.50

From your jobber or order direct

TERMS: 1/3 Deposit, Balance C.O.D.

Operators interested in individual music systems, get on our mailing list. We shall make an important announcement soon.

ALLIED ELECTRONICS COMPANY, Inc.

50 DEAN ST. (Phone: MAin 5-1947) BROOKLYN 2, N. Y.

Every 8 hours

COIN MACHINE REVIEW

45

FOR DECEMBER 1946

THESE SOLOTONE BOXES CAN EARN

$80.00

Solotone gives you the biggest opportunity to make more money than has ever been possible in music merchandising. Study the photograph above.

Each Solotone box in this location earns 5c for each 6 minutes of music. There are 20 boxes in the location, all of them wired into a central music source. For each 5c any one of the boxes will play 6 minutes of low volume music which can only be heard in the immediate vicinity of that *particular* box. Any number of boxes can be playing at once but each one requires a 5c or 10c deposit. This means that there is a potential take in this one location (and in thousands of other locations like it) of a solid $10 per hour, day in and day out.

If this is the kind of money you are interested in talking about, come to headquarters for all the dope. Phone or wire us today.

SOLOTONE CORPORATION

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A SPECIALIZED CREDIT AND FINANCING AGENCY FOR MANUFACTURERS AND DISTRIBUTORS OF COIN-OPERATED MACHINES

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717 MARKET ST., SAN FRANCISCO, CALIF. • CONSTRUCTION BLDG., DALLAS, TEXAS

WIRED MUSIC

(Continued from Page 44)

in operation can be attained with a minimum of 40 stations.

The initial investment requirements, which include studio equipment, units on location, records, etc., compare favorably with the average price of phonograph installations. In renting a studio, the beginner should plan for one which is not only large enough to handle present stations, but with sufficient reserve space for future expansion.

Two wired music operators herewith present their versions on what the minimum take-away should be and how commissions should be divided:

"If the operator's weekly net (after disbursing location's share) is lower than $30 from any one place," Music Man Number One says, "he should change locations. In San Francisco our spots have maintained a steady weekly take-away average of $45; at San Diego the figure is $40. The best method of splitting receipts is for the operator to take the first $30, the location the next $20, and the balance being split 60-40. Even though the gross may be fairly low, this assures the operator of sufficient revenue to meet studio costs and line charges, plus a reasonable profit."

Operator Number Two states: "Our policy has been to take the line charge tolls and service fee of approximately $8 per week off the top and split the balance 50-50, with a $30 guarantee. If the split leaves me with less than $30, the location makes up the balance or I move out."

Here is an actual operational statement for a 23-station operation of pre-war equipment for a six month period, from January 1st to June 30th, 1946:

Revenue		
Net take-away		$22,818.30
Expenses		
Administration	959.95	
Labor Operators	5844.01	
Wire Charges	1100.98	
Record Expense	2565.25	
Maintenance - repairs	1438.42	
Depreciation	2292.36	
Payroll Tax Expense	426.58	
Licenses	125.00	
Taxes	853.64	
Miscellaneous Expenses	144.79	
Total Expenses		15,750.98
Net Profit		$ 7,067.32

What kind of qualifications are necessary for successful musicing by wire? The same good ordinary business judgment required of any other merchandising enterprise. Selecting the right kind of help is also important. Attendants should be polite, friendly, (but not overly so) tactful, courteous. They should try to pacify inebriated customers who assume a bellicose, belligerent attitude, and if unsuccessful, should not hesitate to phone the bartender at the location and ask for the offender's post-haste removal from the machine.

Most operators make it an inviolable rule that mike-women never frequent the bars they serve with music.

And here's a final aside to the wired music man: Don't mix business with social life. The girl behind the record may be the cutest kid in the world but never overlook the fact that she's an employee and you're an employer, and for best results, it's wise to keep it that way.

SPEAKERS

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Here's one for the Book

The extra-profit formula is simple—it's Personal Music—a popular idea in music sales, personalized entertainment right at each booth, table and counter. Personal Music boxes sell to the individual, not to the room. Music is heard only in the proximity of the box; each box operates independently—only when a coin has been inserted. You get many coins from every play.

Patrons favor Personal Music because they get quiet, well-programmed music without having it forced on them. Location owners praise these small, shiny music boxes. Their smooth, chrome finish makes them easy to keep clean. Only 6¼" high. Ultra modern design adds a distinctive touch to any location.

A Personal Music system is an engineering achievement; every part specifically designed and built for its purpose—no makeshift assemblies here. Every spare part is available from the Personal Music Corporation. What do these features mean in a music system? Long, dependable service, better reproduction, less servicing and continuous operation.

Build your music route into a multi-profit route. Personal Music does it. Write for the name of our nearest distributor and detailed information today.

ONE OF THE INTEGRAL UNITS OF THE P.M. SYSTEM

Precision-Built for Long, Trouble-Free Performance

T-Connector. Connects the Personal Music box to the cable from the master power supply unit. Equipped with color coded wires. Affords good electrical connection and is properly safe-guarded against physical or mechanical injury in public places.

Brackets are designed for securely mounting the Personal Music boxes on walls, tables or counters.

PERSONAL MUSIC CORPORATION

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Telephone Bigelow 8-2204

Wurlitzer in All-Out Drive for Dime Play

NORTH TONAWANDA—People didn't stop quaffing draft beer when the price rose from five to ten cents per glass. . . . They didn't cease buying soft drinks and confectionery items when prices increased. . . . They didn't give up movies when admission fees were boosted. . . . And they won't stop patronizing phonographs when ten-cent, three-for-a-quarter play is inaugurated.

Those are the convictions of M. G. Hammergren, Vice President and Director of Sales of the Rudolph Wurlitzer Co., who has announced an all-out drive to enable operators to realize a reasonable profit on their investment. After extensive tests on ten-cent play, covering operations in various sections of the country, the world's largest manufacturer of phonographs found the increased price was both practical and profitable. Immediately, the slogan, "America's Favorite Nickel's Worth of Fun" was eliminated from Wurlitzer's national advertising.

At the same time the firm began production of conversion kits, not only for Wurlitzer equipment, but for every type and make of phonograph and wall box handled by Wurlitzer Music Merchants. The kits are now available through Wurlitzer distributors at a standard price of 75 cents each.

In its re-educational program, the firm has publicized and explained the price change to thousands of locations through tavern and restaurant publications, as well as furnishing operators with literature which they can show to the location owner.

"Today music merchants must make more money if they are to stay in business," says Hammergren, "and that means they must get more out of their phonographs. We know that depreciation costs, record costs, labor costs and all costs are at an all-time high. We know that, while earnings today are substantially higher than they were in 1940, they still are not high enough to cover these increased costs.

"As we see it, the increased income might be obtained from a choice of three ways. First, a higher guarantee from the location owner. Second, cut the location's share of the take. Third, get it from the public. We subscribe to the third method.

"There is no compromising the facts," Hammergren concluded. "Those facts should be evident to every operator, no matter what brand or type of equipment he has. The handwriting is on the wall. We have seen it. Some others have seen it. The sooner ALL see it, the better it will be for this whole great industry."

NOW DELIVERING
Telecoin
THE NEW COIN-OPERATED RADIO
BEDSIDE MODEL, CONSOLE TYPE
Mahogany and Walnut Cabinet. Has Rack for Telephone Books or Magazines
TELECOIN PLAYS 30 MINUTES FOR TEN CENTS
ADAPTABLE TO OTHER TIME LENGTHS
HANNON ENGINEERING COMPANY
5069 W. Washington Blvd. WEbster 3-2733 Los Angeles 16, Calif.

Aireon Ledger Shifts To Profit Column

KANSAS CITY, Mo.—After giving effect to a tax refund credit, Aireon Mfg. Corp. had a consolidated net loss of $1,974,953 for the fiscal year ending April 30, 1946. The balance sheet shed its red hue and took on a black shade in September of 1946 when profit, before provision for taxes, was $124,729.

"The loss sustained in the 1945-46 fiscal year is attributed principally to the costs of reconversion," President R. C. Walker stated in his annual report to the stockholders. "It was not until the latter part of May of this year—one month after the fiscal year's end—that production of Aireon's electric phonographs in substantial quantity commenced, although operating expenses continued to accrue because of the necessity to continue developments and to maintain an organization during the transition period."

Walker revealed that as of September 30, the firm had orders from distributors, which, if priced at current company figures, amounts to approximately $22,200,000. "The significance of such orders for consumers' goods has been questioned in this and other industries, and no representation is made or inference intended with respect to whether such orders would or could be enforced in whole or in part, particularly in view of the long period of time it will take the company to manufacture any such quantity of goods."

He concluded: "The long-term plans which were made last year, together with the efficiencies and economies obtained in the past several months, will bear fruit in increased production, increased sales, and improved financial results during the present and ensuing fiscal year."

Minthornes Attend Seeburg Meeting in Chicago

LOS ANGELES—Minthorne Music Co. was very well represented recently at a Seeburg confab in Chicago. Jean and Dolores Minthorne left here on November 18 and returned the following Monday. Other Minthorne personnel attending the meeting were Mike Holbert, sales manager; Ray Bergstrom, service manager; George Malhum, Bally sales manager; and Bob Anderson, manager of the Phoenix branch.

Jean Minthorne states that several hundred post war Seeburg Remote Control Special Hideaways have been delivered to Southern California and Arizona music operators. One of the reasons why the Seeburg Hideaway continues to be so much in demand, Minthorne indicates, is because of the highly successful dual remote volume control unit, incorporated only in Seeburg equipment, which assures positive control of all remote speakers and cancels records from a remote point.

"30 WIRE CABLE"
WE HAVE DELIVERED TO WESTERN MUSIC MEN OVER A MILLION FEET OF 30 WIRE CABLE SINCE 1942.
CABLE WIRE IS OUR SPECIALTY
PLACE YOUR ORDER NOW
FOR DECEMBER DELIVERY
ALPHA DISTRIBUTING CO.
1025 North Highland Hollywood 38, Calif.
HOllywood 4118

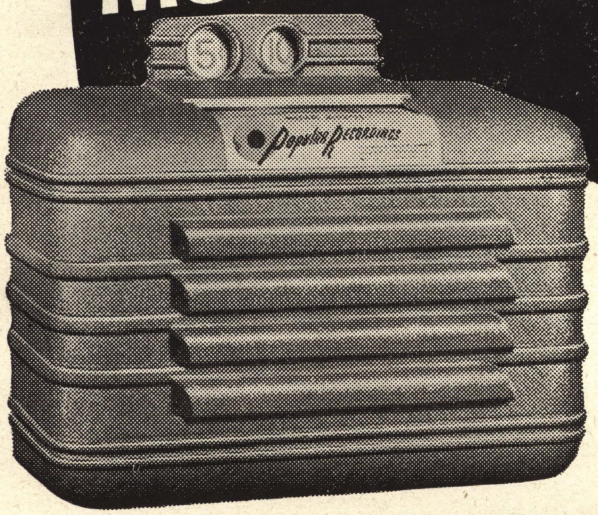
Here's a break for you!
One 1940 Rockola transmitter with pen Rockola phonograph, three spectro boxes, seven Rockola phonographs, two of the DeLuxe boxes are with original record changers. Never been used, in original combination form and original Rockola amplifiers. Fifteen Rockola extension boxes. Equipment is all in good condition.
E. A. and "Jack" Ziegler
3900-02 West Burleigh Street
Milwaukee 10, Wisconsin
Hilltop 1695

Musical Minutes Tells All!

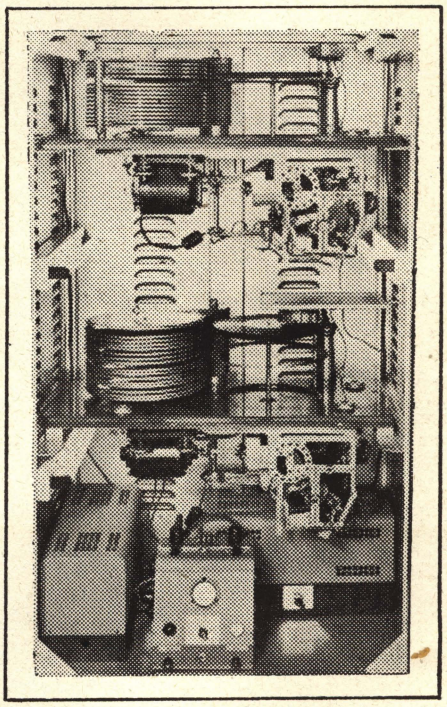
NOW IT'S HERE!

MUSICAL MINUTES STUDIO

Music in The Modern Manner



Greatest Music-Control development of the age! HERE'S where the music comes from . . . completely unattended . . . 2 or 24 hours a day! TAKE A LOOK! By simple plug in method Musical Minutes Studio services both Musical Minutes Boxes and the John-Lee System. Here is the most phenomenal development ever to hit the coin-operated music field! Over 30 years of "know-how" brings you perfection from an operator's point of view. Musical Minutes offers you EVERYTHING.



FOR "CONTROLLED" MUSIC

INSIST ON "JOHN-LEE"

8-POINT SERVICE! IMAGINE ALL THIS IN ONE SYSTEM

1. Beautiful Steel Cabinet
2. Two 16 Record Mechanisms
3. Two Adaptable Studio Amplifiers
4. Distribution Panel
5. Monitor Control
6. Fluorescent Lighting
7. Meets All Telephone Requirements
8. 24 Hour Unattended Operation Insured by Automatic Safety Changing Unit Which Switches From One Record Mechanism or Amplifier To The Other In Case Of Breakdown.

The ideal centralized system for banks, offices, factories, restaurants, etc. Unmatched performance! Phone or write NOW for complete information TODAY!

Location-tested for the past 9 months.

MUSICAL MINUTES answers every operator's prayer for amazing money-making potential!

IMAGINE ALL THESE ADVANTAGES IN ONE MACHINE!

- **Superb Tone . . . Easy To Install**
- **Eye-Arresting Beauty in Attractive Colors**
- **6 "Play" Minutes for 5c**
  12 "Play" Minutes for 10c
- **Simplicity of Design**
- **Foolproof New Coin Accumulator**
- **Takes any combination of nickels and dimes up to a dollar, offering 20 plays or 120 continuous minutes**
- **Coin Counter assures full return to location and music merchant**

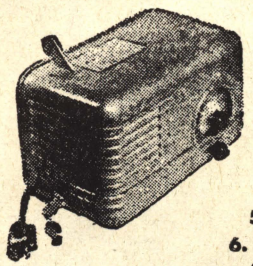
SEE YOUR NEAREST DISTRIBUTOR OR WRITE TO . . .

MUSICAL MINUTES INC.

JOHN A. FITZGIBBONS, Pres.
PHONE: CIRCLE 5-5240-1

453 WEST 47TH STREET -- NEW YORK 19, N. Y.

The Newest
"COIN-RAD"
Manufactured and Designed by Radio Experts
Who Specialized in Radar and Electronics
During the War



"COIN-RAD" has these features:
1. Immediate delivery.
2. Fused wall plug . . . can never blow house circuit.
3. Money box accessible without removing back of set.
4. Sturdy all-metal cabinet.
5. Tamper-proof and insurable.
6. Constructed for either table or wall-mounting.
7. Five tube performance.
8. Two hour play for 25c.
9. Five colors to choose from.
10. Ninety day factory guarantee.

State Distributorships Available
THE COIN-RADIO CORPORATION
OF NEW HAMPSHIRE
24 Pearl St. Manchester, N. H.

Gutshalls Back From East

LOS ANGELES—Mr. and Mrs. Jack Gutshall, he of the Distributing firm bearing his name, are back from a jaunt which took them to the Eastern Seaboard and included a stop-off at French Lick, Indiana, to attend the meeting of Packard Pla-Mor distributors. Pair were gone only eight days.

"We covered the territory like a cyclone," declared Jack. "We flew to French Lick, drove on to Pittsburgh and then took the rattler home. We sort of sampled the various means of transportation."

Gutshall is adding to his record distributing activities and has added Artie Wayne's Huckster records as well as Zeke Clements Liberty label.

Also receiving prime consideration is a carload shipment of Pla-Mor *Hideaways.*

Brady Joins Webb

CHICAGO—Elmer Brady, head of Rock-Ola's repair department for ten years, has been appointed service manager for Webb Distributing Co.

Needles $8 A Ton?

NEW YORK—Gleefully, you might say, Your Reporter here has been reporting the publicity the industry has been getting in all sorts of publications. Not all of it has been correct, but none of it has been harmful until—well, maybe the shoe's too tight, or something, but Y. R. doesn't care too much for heavy-handed stuff which is supposed to pass for humor, which might even be interpreted as malicious. Not, at least, when it's pointed at the Industry. Newest of the columnists to take it on himself to earn a nickel by writing of the industry is the *New York Post's* Jack Tarver. A recent column, titled "Just a Minute," is here quoted in full:

"A spokesman for the juke box industry warns that customers soon may have to deposit ten, rather than five, cents to hear their favorite tunes.

"Say what you may of inflation, it has its points . . . not the least of which will be only half as much noise for a nickel.

"The increase is being necessitated by increasing operating costs, explains the juke box tycoon. Phonograph needles have gone up eight dollars a ton.

"Music merchandising is a fabulous field. In what other business can you double your revenue merely by decreasing the size of a slot?"

Nickabob Ready for '47

LOS ANGELES—"We're facing 1947 with a well rounded out line of equipment for every type of operation," declared Nick Carter of the Nickabob Co., Los Angeles, and the Nickabob Sales Co., Fresno, upon returning from an Eastern business trip the middle of November.

"In the music line we'll offer the Packard Pla-Mor remote control bar and wall boxes, the Pla-Mor superb Hideaway and the outstandingly different Model 7 Pla-Mor 1947 Phonograph. We witnessed a showing of this unusual instrument during the International Convention at French Lick and we're mighty proud to be able to offer it to the music men in our territory. Capehart has always been associated with the finest moneymakers for operators and his present line carries on the Capehart tradition of building the finest for operators.

"In the vending field we will feature the brand new "P. X." cigarette vendor manufactured by the Standard Vendors Division of Lehigh Foundries. This machine caused a buying riot when it was shown in Chicago during the NAMA convention. Lots of new features here plus the conventional style that customers are accustomed to. We predict that "P. X." will be one of the vending sensations of the new year.

"Added to cigarette vending is a profitable component in the cigar vendor. We have made arrangements with one of the nation's leading manufacturers to distribute their all-chrome-plated automatic 10c cigar merchandiser. Operators will be amazed at the extra profits possible in most cigarette locations with this new vendor."

In addition, Nickabob is rounding out its 1947 offerings with a varied assortment of games, scales and arcade pieces.

Capitol Branch No. 24

HOLLYWOOD—Twenty-four down—16 to go!

Capitol Record's goal of 40 operational branches throughout the United States is progressing toward actuality. Latest to enter the dome is New Orleans. The office is in charge of Overton W. Ganong, under the supervision of Ray Marchbanks, southeast regional manager.

Ganong is a former salesman at Capitol's Memphis office.

FOR SALE!
MUSIC ROUTE
ESTABLISHED
•
NEW LOCATIONS
•
BIG INCOME
•
CHAS. E. WASHBURN CO.
Phone DRexel 3276
2534 W. Pico Blvd., Los Angeles 6, Calif.

FOR SALE

5	Rockola Commando	$395.00 ea.
2	Rockola Spectravox & Playmaster	349.50 ea.
2	Wurlitzer 500 Piano Keyboard	395.00 ea.
5	Rockola Imperial 20	149.50 ea.
5	1946 Rock-Ola Master	325.00 ea.
5	Rock-Ola 12-record	125.00 ea.
2	616 Wurlitzer	149.50 ea.
10	Gottlieb Triple-Grip Scales (Used)	22.50 ea.
3	Goalee (Floor Sample)	295.00 ea.
1	Max Glass Hockey (Floor Sample)	189.50 ea.

Terms: 1/3 Deposit
BIRMINGHAM VENDING CO.
2117 Third Ave., No. Phone: 3-5183 Birmingham 3, Alabama

A Message of Unparalleled Importance to Every Commercial Phonograph Operator!

Many months ago, in the face of current high costs of commercial phonograph operation, Wurlitzer realized that the arithmetic of operator survival pointed inevitably to the necessity of "3 for a quarter, 1 for a dime" play.

Early in 1946, Wurlitzer took steps in that direction. This new basis of play was quietly introduced in guinea pig operations at various parts of the country.

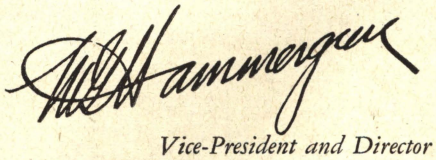
As these operations proved beyond any doubt that "3 for a quarter, 1 for a dime" play was *practical* and *profitable,* we discontinued the slogan "America's Favorite Nickel's Worth of Fun" in all Wurlitzer national advertising and started the production of conversion kits. They are now ready for all makes and models of phonographs and wall boxes at an average cost of less than a dollar.

Today, Wurlitzer throws the whole weight and power of its factory and distributor organizations behind this new method of obtaining increased revenue for the operator.

Every Wurlitzer Factory-Approved Music Merchant will be asked to convert every phonograph and wall box to this new basis. Every Wurlitzer location owner will receive promotional material explaining the need for and the *profit advantage to him* of this move.

The economics of commercial phonograph operation play no favorites. Conditions that affect one operator affect all.

The handwriting is on the wall. Wurlitzer has seen it. Others have seen it. The sooner *all* see it and join the parade, the better it will be for this whole great industry.



Vice-President and Director of Sales

The Rudolph Wurlitzer Company
North Tonawanda, New York

WURLITZER EXTENDS ITS LEADERSHIP!

TOP "POP" COIN CATCHERS FROM RCA VICTOR

TEX BENEKE

with The Miller Orchestra

Uncle Remus Said

(from Walt Disney's "Song of the South")
Vocal refrain by Tex Beneke,
Lillian Lane and vocal group

AND **Anybody's Love Song**

Vocal refrain by Artie Malvin
RCA Victor 20-2017

VAUGHN MONROE

and his Orchestra

Life Can Be Beautiful (from the Universal film "Smash-up")

Vocal refrain by Vaughn Monroe

AND **Hold Me, Hold Me, Hold Me**

Vocal refrain by Vaughn Monroe
and The Moon Maids
RCA Victor 20-2015

CHARLIE SPIVAK

and his Orchestra

Let's Go Home

AND

Stomping Room Only

RCA Victor 20-2019

COIN MACHINE REVIEW
53
FOR DECEMBER 1946

DESI ARNAZ

and his Orchestra

I'll Never Love Again

(La Borrachita-Bolero)
Vocal refrain by Elsa Miranda

AND **Tia Juana**

RCA Victor 20-2020

COUNTRY MUSIC

ZEKE MANNERS

and his Band

Missouri

Vocal by The Singing Lariateers

AND **Inflation**

Vocal by Zeke Manners
and The Singing Lariateers
RCA Victor 20-2013

THE BLUE SKY BOYS

(Bill and Earl Bolick)
Singing with mandolin, guitar and violin

Speak to Me Little Darling

AND **Dust on the Bible**

RCA Victor 20-2022

WESTERN SONGS

ROSALIE ALLEN

and The Black River Riders

Rose of the Alamo *AND*
Me Go Where You Go, Amigo

RCA Victor 20-2021

RCA VICTOR RECORDS

"HIS MASTER'S VOICE"

RECORDS

(Continued from Page 52)

Oil up your tone arms, men. This pair will give it a real workout, with accent on "A." The ballads are feathery light, warm, sharp and clear, with fine touches by Paul Weston's Ork. The Pipers blend like Fisher's.

3★ 307 Carlos Molina
I'M LEARNING TO SPEAK ENGLISH (V Rhumba)
PALABRAS DE MUJER (I'll Dream Some More) (V Rhumba)

Except for certain picked locations, these won't cut much of a swath in collections. Disc One carries cute lyrics, while Two is more melodious.

3★ 308 Julia Lee
LIES (V Blues)
GOTTA GIMME WHATCHA GOT (V FT)

An almost funereal atmospheric background on the front flip is changed, by the twinkling of a needle, to a shoulder-weaving, bouncy novelty. Julia Lee's rendition on the backside packs so much dynamic persuasiveness that the listener is ready to give his all. "B" carries the heaviest coin load.

3★ 309 Jack Guthrie
I'M TELLING YOU (V HB)
CHAINED TO A MEMORY (V HB)

Nothing about these to whoop about, although second side is the better. Class B cowboy fare.

COLUMBIA

4★ 37094 Woody Herman
NO DON'T STOP! (V FT)
HEAVEN KNOWS (V FT)

The Herd rides a top-flight vehicle on "A." This one encompasses the cuddly, smiling voice of Maestro Woody, light cheery touches, novel and clever arrangement. The low side on this disc pole shines forth with some brilliant musical moments but the number fails to jell as a top rendition should. Aye for "A" play.

4★ 37095 Kay Kyser
THE OLD LAMPLIGHTER (V FT)
HUGGIN' AND CHALKIN' (V FT)

A masterful performance by the ol' professor. The coin will land heavy on "A" which features Michael Douglas on the vocs. The under-tug is cutely lyriced, and although Jack Martin's singing leaves something to be desired, the Campus Kids chorus splendidly. Those Kids help put both numbers across.

4★ 37096 Dick Jurgens
PASSE (FT VC)
YOU'LL SEE WHAT A KISS CAN DO (FT VC)

There are some smash recordings of the first one—but this isn't one of them. The ork lacks lustre and Jimmy Castle's singing fails to pack conviction. The underling is the bell ringer. It carries bounce and spark and lilts along in fine style. Castle's singing picks up a notch from "A."

3★ 37097 Bob Wills
STAY A LITTLE LONGER (V HB)
I CAN'T GO ON THIS WAY (V HB)

Nothing to get hepped up about on this platter. Firster is a zippy, dervish number, seconded by a profusion of instruments that leaves little impression or desire to hear replayed.

3★ 37098 Claude Thornhill
YOURS IS MY HEART ALONE (Inst.)
GOTTA GET ME SOMEBODY TO LOVE (FT VC)

Just fair. Both numbers are too slow and solemn to get more than a passing tumble from phono customers.

3★ 37083 Curley Williams
GEORGIA STEEL GUITAR (Inst.)
GRANDMA'S TURNED OVER AGAIN (V HB)

Two lively numbers, sparked by listenable guitar and piano. First is well-presented but ballad suffers from sameness and monotony. On the overlay, which is a better phono bet, Grandma will turn over a lot more often than the disc.

3★ 37090 Dinah Shore-Xavier Cugat
I'LL NEVER LOVE AGAIN (V Habanero)
YOU, SO IT'S YOU! (V Bolero)

Unless the magical names of Dinah Shore and Xavier Cugat on the title strips stimulate play, it's a cinch this disc won't lure them on its merits. Dinah pours her heart out but both sides suffer from dragginess and the few coin-coaxing flashes are far and infrequent.

3★ 37091 Benny Goodman
PUT THAT KISS BACK WHERE YOU FOUND IT (FT VC)
MY BLUE HEAVEN (FT VC)

"A": Vocals are below par. After a fine melodic start, BG's boys get a little jazz-jaggy and this tune loses effect. "B": The sweet essence that is wrapped up in this song is by-passed in favor of a zipped-up arrangement. This is better of the two, and only the drawing power of Goodman's name will cause the public's pocketbook to unzipper.

4★ 37092 Claude Thornhill
IT'S A PITY TO SAY GOODNIGHT (FT VC)
IF YOU WERE THE ONLY GIRL (FT VC)

A superb pair, concocted with the stuff that dreams are made of, artistically embellished with the piano ripplings of Thornhill and the neat vocalizing of Buddy Hughes.

3★ 37093 Count Basie
FLA-GA-LA-PA (V FT)
MUTTON-LEG (Inst.)

The ork keeps the speed wrapper well covered in the first spin; Ann Moore's pleasing voice adds sufficient to make it a pretty fair number. On the under-flip the boys give it the hop, jump and jive treatment with mediocre results.

HOLLYWOOD INTERNATIONAL

3★ 901 Nick Pelico
THAT WOMAN OF MINE (V FT)
DEAL 'EM (Inst.)

Forget the first side: it hasn't got much of anything to recommend. Side Two is a disc fill for jive spots; it has a rhythmic beat and some good instrumental licks.

4★ 902 Les Robinson and Nick Pelico
PUMPKIN SEED (V FT)
LOVELY THINGS ARE ALWAYS MINE (V FT)

The first flip, sung by Jimmie Dodd and backgrounded by Les Robinson's ork is a fast-moving novelty number; this disc seed fails to bloom in Pay Valley. The dough is on "B" which features an aptly delivered vocal by Jim Cassity, with the Pelico band. A beautiful ballad, smooth and sweet and capably handled in its entirety.

MAJESTIC

3★ 1075 Jack Leonard
YEARS AND YEARS AGO (V FT)
(This Mornin') I KNEW I'D FALL IN LOVE TONIGHT (V FT)

Spotty. This pair lacks an inspiring, unifying drive. Neither Leonard nor the ork catch the spirit of these ditties. Weak for phono use.

3★ 11002 Sleepy Hollow Ranch Gang
I HANG MY HEAD AND CRY (V HB)
DON'T YOU CRY OVER ME (V HB)

The crying in the title will be nothing to the tears shed by operators who buy these with expectations of heavy play. Side One isn't even up to a three rating, while the reverse flip is average fill fare.

4★ 12007 Georgia Gibbs
THE THINGS WE DID LAST SUMMER (V FT)
IS IT WORTH IT? (V FT)

Topper is the coin-maker. "Her Nibs" comes through with a neat performance, well backed by the quartet and Earle Hagen's baton. Second side has a lilting, jilting haunt to its strains but the melody isn't made of above-par notes.

4★ 1061 Morton Downey
THE OLD LAMP-LIGHTER (V FT)
THE WHOLE WORLD IS SINGING MY SONG (V FT)

The "Irish Minstrel's" sharp, incisive voice on "A" lends an incongruous note of dis-harmony to a soothing, sentimental ballad. Spin to port for the pay record, where Downey just barely clears a four star rating.

(See RECORDS, Page 59)

Rhapsody Does It Again!

TWO CLASS WESTERNS!

PUT-TI PUT-TI POLKA

SOLID INSTRUMENTAL

Back up

HEARTACHES, SADNESS AND TEARS

Vocal No. RH 119

I CAN'T FORGIVE MYSELF FOR NOT FORGIVING YOU

Back up

I'M SAVING MY TEARS FOR A RAINY DAY

No. RH 117

BOTH BY

SPENCE BARE

AND HIS

WESTERN SWING BAND

TWO SURE-FIRE NICKEL-WINNERS

GAY NINETIES MEMORIES NO. LI 09

SHANTY IN OLD SHANTY TOWN NO. LI 27

Linden Vinylites
Unbreakables

These Numbers Will Make Your Machines Dial Happy — You Too! Bill Has 'Em!

W. H. LEUENHAGEN & CO.

New Phone: DRexel 1345

1813 W. PICO BLVD. LOS ANGELES 6, CALIF.

We carry a Complete Line of
TUNGSOL and MAZDA
QUALITY BULBS

All sizes in stock, including 40, 44, 46, 47, 50, 51, 55, 27, 56, 57, 58, 63, 1129 and 1489.

Competitive Prices

PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

WURLITZER

Presents the

NEW COLONIAL

Model 1080

The New

WURLITZER COLONIAL

Model 1080

Strikingly Designed in the Colonial Manner for the Distinctive Type of Location

FEAST your eyes on the new Wurlitzer Colonial Model 1080!

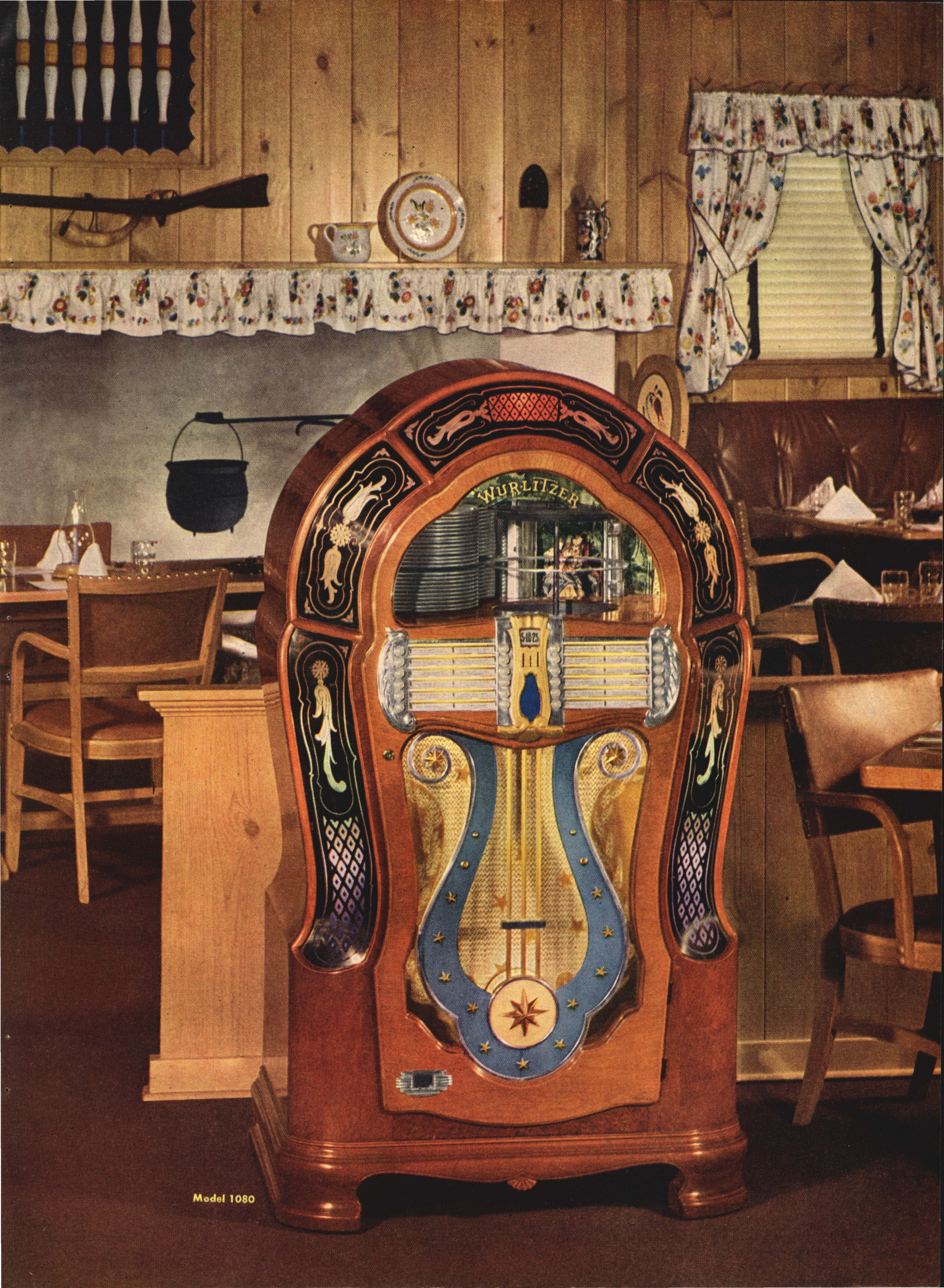
They'll tell you it's worthy of winning a place in the finest type of location. So will your ears, once you hear its magnificent tone. From every standpoint, here's an instrument that excels even Wurlitzer's long-popular Colonial Model of prewar days.

Its graceful Colonial style cabinet is a period masterpiece rich in old-world charm. Its illuminated mirror plastics have the glow and sparkle of fine cut glass. An Early American lyre inspired the styling of its colorful grille. And, its visible record changer background reproduces a famous 18th Century painting.

Mechanically, it embodies all of the refinements and improvements of the Wurlitzer Model 1015. All parts may be interchanged.

For Wurlitzer Factory-Approved Music Merchants, this Colonial Model 1080 further brightens an already brilliant future.

Once again, Wurlitzer extends its leadership . . . this time through the medium of an instrument destined to get and hold even the most discriminating locations everywhere.



Model 1080

SPECIFICATIONS

MODEL 1080 COLONIAL PHONOGRAPH

DIMENSIONS: 58⅝″ High by 33⅜″ Wide by 25″ Deep.

APPROXIMATE WEIGHT: 350 pounds—Crated 430 pounds.

COIN EQUIPMENT: Illuminated coin entry slots—Three-in-one magnetic slug rejector with levelling adjustment and easy-to-service mounting. Moto-drive coin switch.

RECORD CHANGER: 24 records—Electric Selector—Instant set-back Play Meter—magnetic Pick-Up.

SOUND SYSTEM: Amplifier—Model 503. Tube complement: 1 Type 5U4G; 2 Type 6L6G; 1 Type 6SC7; 1 Type 6J5. Speaker, 15″ Electrodynamic. Key type Volume Control and dual Tone Control independently adjustable for bass and treble.

WATTAGE: Lighting 120—Complete Phonograph 390.

AUXILIARY EQUIPMENT: Provision in Amplifier for connection of auxiliary speakers. By the addition of Model 219 Impulse Stepper it can be adapted for 3-Wire Remote Control, plus Model 216 Radio Impulse Receiver for Wireless. Requires installation of Model 218—30 Wire Terminal Box for 30 Wire Remote Control.

CABINET: Rich combination of California Redwood and complimentary woods finished to create an effect of antique cherry.

WURLITZER

Musical Fun for Everyone

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, N. Y.

Printed in U. S. A.

RECORDS

(Continued from Page 54)

4★ 1084 The Merry Macs
SOONER OR LATER (You're Gonna Be Comin' Around) (V FT)
THERE'S THEM THAT DO (V FT)
The Merry Macs do a passable job of comin' around on "A" but the stars and play are on "B." This is a cheery, chirpy, lilty ditty with the Macs in top form and Mannie Klein lending sharp orchestral backing.

4★ 7203 George Paxton
GOTTA GET ME SOMEBODY TO LOVE (FT VC)
I'VE GOT YOU UNDER MY SKIN (V FT)
Four stars are for "A," a nicely arranged presentation. Paxton and his sidemen, with Lee Taylor chipping in with a nice vocal job, give the tune the full essence of its hauntingly sweet melody. Side "B" has a tendency to drag. Stick to the topper.

3★ 9000 Timmie Rogers
FLA-GA-LA-PA (V FT)
GOOD WHISKEY (AND A BAD WOMAN) (V FT)
Pitched for race spots. "A" side is fair fare. "B" is a novelty tune with good orchestral effects. Timmie Rogers turns a neat vocal trick in putting this one over, but the good whiskey-bad woman, bad whiskey-good woman, strong whiskey-weak woman, weak whiskey-strong woman, old-whiskey-young woman, etc. combinations become quite confusing after the half-way mark.

4★ 12003 Captain Stubby
HENNY PENNY (My Black Hen) (V N)
CONCERT IN THE PARK (V N)
These tunes spell novelty with a capital "N." Top side is by far the better for phonographs. Cap and his ex-Navyite gang lay an egg which will hatch a multitude of coins. It's bright, lilting, clever, with good sound effects. The underflip starts slow and solemn and then blazes into a zany concoction of melodic corn-husking. Stick to "A" and you can't lose.

3★ 9005A Slim Gaillard
CHICKEN RHYTHM (V FT)
SCHOOL KIDS HOP (V FT)
For race spots and jazzsters only—and then we are skeptical of listener acceptance, although there are times when the lads manipulating the instruments sparkle brilliantly.

4★ 9006 Slim Gaillard
MEAN MAMMA BLUES (V Blues)
RIFF CITY (V FT)
Topper is below par blues. Skip it except for fills. Underflip is right down hopsters' alley. It's a looney, tuny, heppy riff stick. Wini Beatty on the ivories, Zutty Singleton pounding the hides, Tiny Brown beating the bass and Slim zagging the guitar turn in a terrific blend of fast-moving woogie.

4★ 1073 Eddy Howard
MY LAST GOODBYE (V FT)
LYNN (V FT)
Spin this disc to "B" for the moneyed side. It's a sprightly, cheery, toe-tapping frown-chaser; Eddy Howard catches the spirit on the vocals and comes through with elan. Tempo on the topper is too sluggish to retain continuity of effect, although it does carry some beautiful strains.

4★ 1074 Eddy Howard
MISSOURI WALTZ (V Waltz)
MY BEST TO YOU (V Waltz)
Fifty years from now a good rendition of "Missouri Waltz" will still rate four stars. These are a pair of sure-selling dream vehicles that will ride the cash box today, tomorrow and always. Eddy Howard is aces high on the vocals and the trio on "A" chimes in well.

4★ 7027 Ray McKinley
PASSE (FT V)
HOODLE-ADDLE (V FT)
The first turn is a top job on a top ballad: deftly done, well vocaled by Teddy Norman. The second spin will appeal to the swingsters. It's tuneful and solid; the Ray McKinley Quartet keeps both feet on the ground and injects the rhythm into the listener's blood in steady, hypnotic beats.

3★ 9004 Slim Gaillard
SANTA MONICA JUMP (Inst.)
THAT AIN'T RIGHT (V FT)
Opener is rough for average eardrums. This will appeal only to a small segment of boogie-wacky addicts. The title of the under-one pretty well sums it up. Both sides contain good pianoing, D. Marmaros on the top one and Wini Beatty on the reverse. Suggest race spot locations for these.

TURN PAGE

NEW Capitol RELEASES

JOHNNY MERCER and THE PIED PIPERS

With Paul Weston and His Orchestra

'A GAL IN CALICO'

From the Warner Bros. Picture, "The Time, The Place And The Girl"

★

'WINTER WONDERLAND'

CAP. 316

JO STAFFORD

AND LYN MURRAY SINGERS WITH PAUL WESTON AND HIS ORCHESTRA

'WHITE CHRISTMAS'

From the Paramount Picture, "Holiday Inn"

'SILENT NIGHT'

CAP. 319

THE KING COLE TRIO

'THE CHRISTMAS SONG'

(Merry Christmas To You)

Vocal by King Cole with The King Cole Trio and String Choir

★

'IN THE COOL OF EVENING'

Piano Solo by King Cole

CAP. 311

Capitol RECORDS FROM HOLLYWOOD

Sunset and Vine

MUSICRAFT

4★ 412 Artie Shaw
FOR YOU, FOR ME, FOR EVERMORE (FT VC)
CHANGING MY TUNE (FT VC)

Good phono fare. The sweet flutings of Artie Shaw, the even beat of the band and Mel Tormé's capable voc delivery, aided by the Mel-Tones on the reverse side, put these in the pay class.

4★ 15093 Phil Brito
EITHER IT'S LOVE OR IT ISN'T (V FT)
SWEETHEART OF SIGMA CHI (V FT)

Phil delivers a beautiful double bill, putting forth his most palpitating swoon style singing. Sonny Burke's ork lends adequate support.

4★ 15072 Orrin Tucker
SO THEY TELL ME (FT VC)
I WANT A GROWN UP MAN (V FT)

Any doubts as to whether these two belong in the four-star rating list are solved in the affirmative by fresh lyrics and swell vocalizing by Orrin and Scottee Marsh. The Marsh meadow lark has a silvery sweet voice with just enough "little girl" in it to sock home the underside, which is a cute novelty that'll take like a vaccination.

PEERLESS

3★ 2414 Vicentico Valdés
TAMBO (Rumba)
NEGRA TRITE (Afro)

Valdés and the Orquesta Tropical get in a few hot licks on these two numbers. Valdés has the making of a swell double-talk artist. For colored and race spots only.

VICTOR

3★ 25-1071 Desi Arnaz
CARNIVAL IN RIO (Samba VC)
CARINOSO (Bolero VC)

While both tunes carry the strongest appeal for South of the Border listeners, there are sprinklings of color and fine instrumentality which tug at the ears of phono fans everywhere. First side is torrid; second begins at a slow, throbbing tempo and builds up to a moderated crescendo.

3★ 20-1977 Erskine Hawkins
AFTER HOURS (Inst.)
IT'S FULL OR IT AIN'T NO GOOD (V FT)

Topside features the keyboard wizardry of Avery Parrish — a magnificent performance backed by solid brass. But as far as going over big on phonos, we are skeptical. The number is only fair.

COAST AGAIN RINGS The CASH REGISTER!

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STARS FELL ON ALABAMA
WHAT MORE CAN I ASK FOR
(Jack McLean and his Orchestra, Vocal by Wayne Gregg)

246—A leader in Coast's Rodeo Series
I'M ALWAYS BLUE FOR YOU
I'LL FORGET IF YOU'LL FORGIVE
(Jimmy Walker and his Western Stars)

242—Hitch your wagon to this wagon for nickel gushers
LITTLE RED WAGON
I CAN'T WAIT THAT LONG
(Dick James accompanied by the Coast Ranch Hands)

243—A double-hit platter for constant re-play
I'VE LIVED, LOVED AND LEARNED
ROSE OF THE ALAMO
(Idaho Call and his Sun Valley Cowboys)

245—Real gold in these two
THE NEW MOON IS CHANGING TO GOLD
TWO BITS IN MY POCKET
(Ray Langham and his Texas Pan Handlers)

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7.	TRAICIONERA	2318
8.	HUMO EN LOS OJOS	2239
9.	AMOR DE LOS DOS	2171
10.	10 MINUTOS MAS	2196
11.	DE CORAZON A CORAZON	2213
12.	PALABRAS DE MUJER	2153
13.	NOCHE PLATEADA	2105
14.	NUESTRA SEPARACION	2323
15.	NADA ES VERDAD	2376

COMPILED FROM A NATIONWIDE REPORT OF COIN OPERATORS, RECORD STORES AND RADIO STATIONS.

COMING UP

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- STERLING RECORD DISTRIBUTING COMPANY
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- COMMERCIAL MUSIC COMPANY
  510 North Sarah St., St. Louis, Mo.
- JUAN MARTINEZ VELA
  San Juan, Puerto Rico
- BIRMINGHAM VENDING COMPANY
  2117 3rd Ave. North, Birmingham, Ala.

The underdig showcases the warm, sultry voice of Laura Washington, curtained by torrid instrumentalization.

4★ 20-1982 Helen Carroll and The Satisfiers
OLE BUTTERMILK SKY (V FT)
LET'S SAIL TO DREAMLAND (V FT)

A song hit of 1946 and a song hit of 1938 combine for a scintillating platter. The distinctive, lilty singing of Queen Helen and The Satisfiers, plus able backing by Russ Case's Ork, leave nothing to be desired. Get it.

4★ 20-1983 Spike Jones
MINKA (Inst.)
LASSUS TROMBONE (Inst.)

Imagine Spike Jones without the cowbells, pistols, washboards and screwy satire. Better still, don't imagine, but listen to this disc, which is billed as "Spike Jones and His Other Orchestra." The dough lies right on top. The tune isn't a normal best-player but its composer, George Rock, picks up his trumpet and proves he's a virtuoso of the finest technique. His performance is positively superlative. The "B" side also features an instrumental solo—Eddie Kusby on the trombone—and while well done, it hasn't got the coin-pulling allure of "A."

4★ 20-1984 Freddy Martin
ON THE BOARDWALK IN ATLANTIC CITY (V FT)
I WANNA KNOW YOU BETTER THAN I DO (FT VC)

A "can't miss" pair. A contagious spell of nostalgia flavored with the full essence of the Gay Nineties pervades the first one. It's beautifully done. Underfling is a light, bouncy ballad; despite its lively pace, it loses none of its danceability. Edge goes to "A."

4★ 20-1985 Tommy Dorsey
THERE IS NO BREEZE (To Cool the Flame of Love) (FT VC)
THIS TIME (FT VC)

The topper is ace-high phono fare. T. D., his trombone and his men, plus silver throating by Stuart Foster, give this smooth, haunting melody the touch of perfection. Underside doesn't hit the peaks of "A," although both flips are dancingly dreamy.

4★ 20-1896 Charlie Spivak
SO WOULD I (V FT)
MY HEART GOES CRAZY (FT VC)

Slow and dreamy is the top side, backed by beautiful blending of vocalist Jimmy Saunders and the incomparable Stardreamers. Under-spin is an airy, jouncy tune, sparked by the Stardreamers. Both waxings feature the "Sweetest Trumpet in the World," which is plenty sweet. Tunes are from the English film, "My Heart Goes Crazy."

3★ 20-1987 Sons of the Pioneers
HAVE I TOLD YOU LATELY THAT I LOVE YOU (V HB)
A PENNY FOR YOUR THOUGHTS (V HB)

Good, but not up to usual Sons' superior standards. There are some sweet touches, especially on "B," but looking at these from an over-all earview, they fail to hit a high pay chord.

4★ 20-1992 Duke Ellington
JUST SQUEEZE ME (But Don't Tease Me) (FT VC)
SWAMP FIRE (Inst.)

It takes the Ellington classic on Side Two to pull this disc into the four-star class. The throbbing, pulsating beat sets a vervy pace. The Duke's nimble fingers, good sax blended with reeds and brasses, highlight the number. While the hot horns on "A" are good, the vocal misses fire and there are too many varied instrumental gymnastics for well-rounded effect.

3★ 20-1993 The Dardanelle Trio
SEPTEMBER SONG (V FT)
WHEN A WOMAN LOVES A MAN (V FT)

The face tune is better than a three rating but doesn't quite come up to four; the bottom one is an even three. Both numbers are gentle, nostalgic renditions, with Dardanelle sparking splendidly on the vocals, the vibraharp and piano.

ALBUMS

VICTOR P-160

VAUGHN MONROE'S DREAMLAND SPECIAL featuring Vaughn Monroe and his Orchestra with vocalists. I'll See You in My Dreams, Drifting and Dreaming; Meet Me Tonight in Dreamland, My Isle of Golden Dreams; Did You Ever See a Dream Walking, I've Got a Pocketful of Dreams; Dreams, My Dreams Are Getting Better All the Time.

An intoxicating cocktail of well-known dream songs that are prime favorites and which time has not hurt. The Maestro's baritone rings out loud and clear on each of the eight sides with the Moon

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Maids joining on three selections and the Norton Sisters harmonizing on one. The band's full-bodied arrangements keyed to a gently rhythmic tempo result in a product delightful for dancing and equally as delightful for listening. Give this album some attention. The records will pay off for a long time.

VICTOR P-161

PERRY COMO SINGS MERRY CHRISTMAS MUSIC featuring Perry Como. That Christmas Feeling, Winter Wonderland, I'll Be Home for Christmas, Santa Claus Is Coming to Town, Silent Night, O Little Town of Bethlehem, O Come All Ye Faithful, Jingle Bells.

Here is a group of eight sides reflecting all the varying moods of Yuletide cheer and Sacred observance. Every facet of the Como vocal versatility comes to the fore on this spread of numbers. Intelligent use of these numbers is certain to result in profitable returns. Numbers with the religious flavor should not be spotted in taverns, obviously, but in cafes where music is for entertainment only, these sides should get a play.

CAPITOL A-6

SONGS OF HAWAII featuring Harry Owens and His Royal Hawaiians. To You Sweetheart, Aloha; The Hula-Rhumba; My Isle of Golden Dreams; Hano Hano Hawaii; Poi My Boy (Will Make a Man of You); Kuuipo I Ka Hee Pue One; Pagan Love Song; Huapala.

The soft music of Hawaii has never been a big seller on the automatic network. Harry Owens has recorded a group of numbers that will stand the test of time but for automatic use they're too mild. You might try "Isle of Golden Dreams" . . . It's the best of the lot.

CAPITOL BD-37

MUSIC FOR MEMORIES featuring Paul Weston and His Orchestra. Deep Purple, You Go to My Head, East of the Sun, I'll Be Seeing You, Love Locked Out, Blue Moon, Somebody Loves Me, All the Things You Are.

These are all instrumental numbers, beautifully arranged and delightful to listen to. Weston displays his originality and remarkable virtuosity in capturing the full richness and depth of beauty in these old favorites. Numbers sparkle with diversified rhythms and styling. A worthwhile acquisition to your record inventory.

Death Claims Iowa Coinman

DAVENPORT, Ia.—Iowan coin circles were saddened by the demise of Jack Lingner, veteran phonograph and pin game operator, who succumbed after a protracted illness.

Washburn's Specials

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Navarro Doing Big Job On Aireon Deliveries

LOS ANGELES—If there's one distributor in the nation who is bending over backwards to get new equipment to the operator as quickly as possible, that's Frank Navarro of the Navarro Distributing Co., according to the word being passed around in Western operating circles.

Navarro has had his finger on deliveries right from the start and insistent 'phone calls, plus periodic visits to the Aireon factory in Kansas City, has kept a steady line of carload shipments coming to the Coast for distribution to Aireon operators.

In October Navarro Distributing received the first shipment of the new Aireon Hideaways and they went out like hotcakes. "Small, compact, and embodying features never before built into a Hideaway, we just couldn't keep 'em on hand," said Frank. "As fast as we got them in the boys carted them away and put them in action."

During the month Navarro was in conference with executives from the factory at which plans for 1947 were discussed. "I'm not privileged to reveal some of the matters we discussed," he said, "but I can say that I was tremendously pleased with the equipment offerings Aireon has planned for 1947."

Max Thiede, sales manager for the firm, has been busy in the territory assisting new operators establish their operations and appeasing old operators clamoring for more equipment than the factory can supply at the moment. Thiede has been very cooperative with operators in the area and the service he has been offering has won added plaudits for Navarro Distributing.

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Automatic Machines Co. Have Classy New Coin Radio

LOS ANGELES—Automatic Machines Co., Western distributors for Asco Hot Nut Vendors, has been appointed national distributor for *Musi-matic*, a smart looking five-tube coin-controlled radio.

Musi-matic is a console model constructed of maple, with a glass top and built-in aerial. The unit, which measures 26 inches high, 16 wide and 16 deep, can be used as a table, magazine rack or night stand and is particularly desirable for motel installations. Chassis is manufactured by RCA Victor and cabinet by Musimatic Co.

Musi-matic operates on dime play (half hour) and can take as many as seven coins at once. Automatic Machines Co. offer immediate delivery, with every sale being covered by a 90-day guarantee.

Williams Now Distributor

DENVER, Colo.—Jack Williams is jobbing coin equipment under the name of Capitol Music & Sales Co. at 5416 W. Colfax and is handling a number of national lines.

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COMO LO VEMOS DESDE AQUÍ

Resumen de los sucesos importantes en la Industria

Por B. J. McManus

Condiciones actuales

Cuando el Presidente Truman dió la órden de decontrol el 9 de Noviembre, dejó la nación sobre la libre base de la oferta y la demanda. Por primera vez desde 1942 los Estados Unidos está reasumiendo sus operaciones bajo un sistema de economía libre. La abolición de casi todos los controles nacidos a raíz de la guerra plantea muchos problemas. Muchos de los economistas del gobierno así como algunos voceros de la industria y de los trabajadores creen que el primer resultado de la acción será una rápida subida de los precios y una nueva ola de huelgas.

Se predice que el primer problema será planteado por los mineros de carbón y la industria de la construcción. Pero otro problema de mayores consecuencias se presentará si los obreros de las industrias básicas del petróleo, el acero, el hule, etc., se juntan con los otros miembros de la Unión Obrera CIO para pedir un ajuste de salarios de acuerdo con el costo de la vida.

Que van a elevarse los precios es innegable. Debido a los incrementos en el costo de producción, tienen que subir los precios. Pero la subida de precios alentará a los manufactureros y se aumentará la producción. La regla de oferta y demanda entrará en operación. Solo nos hace falta un poco más de paciencia.

Aun con los controles en vigencia en los últimos dias la producción del acero ha alcanzado 90.3 por ciento de capacidad.

La escasez de materiales esenciales ha obligado a los manufactureros buscar substitutos y adaptar materiales nuevas. Resulta un incremento en el costo de producción y un incremento correspondiente en el costo del equipo.

Aun cuando el manufacturero logre obtener los materiales que necesite, quizás no son de la calidad ni del tipo que desea. Por ejemplo, compra acero para la producción de sus máquinas pero tiene que tomar lo que exista en el mercado. Si no es del tamaño o del tipo deseados, tiene que adaptarlo a sus necesidades.

Un manufacturero nos dice que para obtener entregas de arrollamientos, bobinas, y transformadores su empresa tuvo que buscar alambre de cobre para el manufacturero suministrador. Y, con retrasos o no, los gastos generales fijos siguen montándose.

Otra dificultad del manufacturero surge de la necesidad de hacer sus pedidos de antemano. Al momento está haciendo pedidos que serán efectuados a mediados del año 1947. Y entre el tiempo de hacer el pedido y el tiempo de efectuarlo pueden variar mucho los precios—de aquí la fluctuación en los precios de las máquinas.

Fonógrafos automáticos

El presidente de Electro Appliance Corporation de Nueva York, el señor David R. Hochreich, anuncia que su empresa tiene proyectado la producción de un fonógrafo automático todavía innominado. Lucirá la máquina, en la cual cabrán 40 selecciones, dentro de 60 días. La empresa, con una fábrica en Newark, New Jersey, también va a manufacturar una radio automática y un vendedor automático de bebidas.

En Noviembre casi 200 distribuidores de la Packard Manufacturing Corporation asistieron a una reunión en el French Lick Springs Hotel, Indiana. Se exhibió por primera vez el fonógrafo automático, Modelo 7, de Packard así como los otros modelos nuevos de aparatos musicales para el año 1947.

Además del fonógrafo nuevo había cinco tipos de bocinas, el fonógrafo escondido *Hideaway*, Modelo 400, y la caja musical para la pared, *Pla-Mor*.

Los ingenieros de Packard asistieron a la junta para demostrar el mecanismo y para contestar a las preguntas de los distribuidores. También los que asistieron se aprovecharon de la oportunidad para visitar las fábricas de Packard en Indianapolis e inspeccionar las líneas de producción.

Máquina nueva

En las oficinas de una línea de aviación en Nueva York se ha instalado una máquina automática que se llama *Insurograph*. Es la invención de los señores Ralph W. Brown y Ernest Woods.

La máquina vende pólizas de seguro a los viajeros por medio de las cuales el viajero puede asegurarse la vida hasta

NEW EQUIPMENT BEING DELIVERED

Ace Coin Counter	$139.50	Novelty Card Vendor and 1,000 Cards	29.50
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Esquire Vendors	11.75 & 13.75	Genco Whizz	189.50
Esquire 5c Vendors	14.74	Genco Pee Wee	write
Advance Vendors	10.50	Genco Step-Up	324.50
Big League	$299.50	3-Way Draw Bell	$895.00
Victory Special	661.50	Mills Vest Pockets	74.50
Victory Derby	648.50	Daval Gusher	54.00
Draw Bell	477.50	Packard Wall Boxes	38.95

WIRE, WRITE, PHONE FOR SPECIAL PRICES

DURO-MATIC An absolutely amazing Escalator Conversion for MILLS 5c, 10c and 25c Escalators. Jam-proof and easy to install, it will eliminate your Escalator troubles and service calls. WRITE FOR DETAILS AND PRICES.

MUSIC

Wurlitzer 24	$310.00
Wurlitzer 24 Victory	375.00
Wurlitzer 61	140.00
Wurlitzer 616	210.00
Rock-Ola '41 Super	395.00
Rock-Ola '39 Standard	375.00
Rock-Ola Imp. 20 Cel. RC	225.00
AMI Singing Tower	295.00
Seeburg Regal, ESRC	385.00
Wurlitzer Twin—12 RC	175.00
Rock-Ola Spectravox and Playmaster	295.00
20 Buckley Wall Boxes, Late	15.00

MILLS 5c VIOLIN VIRTUOSO IN CABINET, WITH ROLLS $169.50

REVOLVAROUND SAFES

Heavy, Burglar-proof Steel; Can hold any Slot; Has ample Storage Compartment.

SINGLES $175.00 DOUBLES $225.00

18 Slot Cabinet Stands with Locks and Keys. Newly painted $17.50

25 SLOTS

These are all 5c MILLS mechanisms exactly as shown—front mint vendors—5 coin escalators—2/4 payouts—no jackpots—complete and in good operating condition—have signs indicating legal ruling issued in this state. In addition to this lot, we have 10 mechanisms and 10 escalators. Available immediately for $50.00 each, or $1,500 for the entire lot.

ARCADE

2 Brand New Mutoscope Voice-a-Graphs. Each	$1,495.00
2 Late Photomatics	595.00
6 Panorams	365.00

SPECIAL

15—KEENEY BONUS SUPER BELLS—15 These 3-Way Bonus Super Bells are Brand NEW. WRITE, WIRE, PHONE for special, low price!!

2 25c MILLS GOLF BALL VENDORS $295.00

20 WURLITZER SKEE BALLS—Reconditioned, overhauled, beautiful shape. Each 325.00 Or, as is, complete, all parts 225.00

50 ROWE 1c Short Tab, 5 Column Gum Vendors 12.50

25 American Eagles, Marvels and Mercurys; Token Payout 10.00

M. S. GISSER, Sales Mgr.

CONSOLES

2 MILLS 4 Nickel, 4-Bells, Late Heads	$395.00
1 KEENEY 5c-25c Super Bell	295.00
6 PACES Saratoga Sr. with brass rails	110.00
2 BAKER'S Paces Factory Rebuilt, DD, CS	295.00

WE INVITE FOREIGN TRADE

Our staff is equipped and able to ship any and all kinds of coin operated machines to any and all parts of the world. We handle correspondence in all languages.

BRAND NEW PACKARD BRACKETS $4.50

WURLITZER PLASTICS—ALL TYPES, FOR MODELS 500 and 600 ½ PRICE

IF YOU HAVE NOT EXPERIENCED THE SATISFACTION of doing business with us, we extend our ad as a greeting and an invitation to get acquainted. If you have, our order book is still open to serve you to the best of our ability.

TERMS: ½ DEPOSIT WITH ALL ORDERS, BALANCE C. O. D.

Cleveland Coin Machine Exchange

2021 PROSPECT AVE. CLEVELAND 15, OHIO

PHONE: PRospect 6316-17

$25,000. Mete dinero y la máquina imprime la hora, la fecha, y la suma en la póliza y la hace salir de la máquina para que el viajero la firme. Queda una copia en la máquina; la otra la lleva consigo el comprador. ¡Y la transacción se acaba en 40 segundos!

Esta póliza de seguro protege al viajero durante siete días contra accidentes en los aeropuertos o en el aire.

Aparato de Proyección

Capitol Projector Corporation de Nueva York está haciendo planes para la producción de 500 teatros Aeco, aparatos automáticos de proyección. Caben 400 pies de película de 16 mm. en la máquina—ocho minutos de entretenimiento para el espectador que haya metido dinero en el mecanismo.

Exportación

Los últimos datos estadísticos dados al público por el Departamento de Comercio muestran otro aumento en el valor de las máquinas automáticas exportadas. En Junio fueron exportadas 801 máquinas con un valor de $159,642.00—un aumento de $15,850.00 sobre el mes anterior. Pero este aumento o no es más que un reflejo de la alza general de precios o quiere decir que las máquinas nuevas van reemplazando las máquinas usadas en la exportación. En realidad había decremento en el número de máquinas exportadas: 801 en Junio, 1091 en Mayo. De estas 801 máquinas, 287 eran fonógrafos; 89, vendedores automáticos; 425, juegos automáticos.

Máquina automática para televisión

En Nueva York recientemente se exhibió a la prensa una máquina nueva para televisión. Es producto de Tradio, Inc., y se llama *Tradiovision*. Los manufactureros, los señores George y Victor Trad, eran unos de los primeros promotores de la radio automática.

El aparato es pequeño—30.64 x 20.32 x 22.86 cms.—y será fabricado con una pantalla de 12.7 o 17.78 cms., definición de 500-líneas, 20 tubos, y modulación acústica. La instalación de antena es pequeña. Se funcionará por medio de la inserción de monedas de 25 centavos.

Pensando en el día cuando la television cese de ser novedad, se ha propuesto la posibilidad de alquilar las máquinas para el uso en casas particulares. Se pagaría al usar el aparato, metiendo el dinero en un contador.

En la actualidad se limita el uso de tales aparatos a las ciudades más grandes donde hay estaciones difusoras de televisión—ciudades como Nueva York, Chicago, Washington, Hollywood.

¡Bienvenida!

Queremos dar la bienvenida a East Coast Music Company cuyo anuncio aparece por primera vez en estas páginas. La empresa manufactura, distribuye, y exporta máquinas automáticas y piezas y pertrechos para estas máquinas.

Con oficinas en Pennsylvania, Delaware, Maryland, y Florida, la empresa está lista para servirles a todos. Los pedidos extranjeros—grandes o chicos—recibirán la más esmerada atención. Véase la lista de gangas en su anuncio en página 65.

Pin Table Tax Reduced

EUGENE, Ore.—Another landmark in fair dealing toward coin machine operators was reached when this city repealed a recent ordinance passed by the city commission and signed by the mayor calling for a $20 monthly license fee on pin games, and substituted in its stead an ordinance providing for a one dollar monthly levy.

¡Estamos suministrando al comercio extranjero el mejor equipo disponible a los precios más bajos del mundo! Tenemos grandes existencias de equipo reacondicionado y reperfeccionado en la fábrica. Ningún pedido es demasiado grande ni demasiado pequeño. ¡Pídase nuestro catálogo!

Ya estamos haciendo entregas del equipo más moderno

Victory Special	Spellbound	Whizz
Victory Derby	Dynamite	Keeney's Bonus Super Bell
Surf Queen	Big League	Mills Black Cherry Bell
Big Hit	Fast Ball	Groetchen Columbia
Suspense	Superliner	

MUSICA

1 Wurlitzer 500	$325.00
1 Wurlitzer 24A	250.00
1 Wurlitzer 616	200.00
6 Wurlitzer 412. C/u	195.00
6 Wurlitzer P12. C/u	160.00
1 Seeburg Royal	250.00
1 Rock-Ola 12	100.00
1 Mills Zephyr	95.00
1 Mills Do-Re-Mi	75.00
1 Wurlitzer Victory Cabinet	75.00

MAQUINAS PARA CARNAVALES

2 Skee Barrel Roll, 12½'. C/u	$299.50
3 Skee Barrel Roll, 10½'. C/u	269.50
1 Super Skeeroll	200.00
4 Shoot Your Way to Tokyo. C/u	100.00
1 Scientific Batting Practice	89.50
1 Champion Hockey	139.50
1 Texas Leaguer	35.00
4 Buckley Treasure Island Digger. C/u	45.00
2 Evans Ten Strike. C/u	40.00
1 Lite League	299.50
1 Total Roll	319.50
1 Skee-Ball-Ette	74.50
1 All-Star Hockey	175.00
1 Rock-Ola World Series, '38	65.00
2 Keeney Submarine. C/u	90.00
1 Bally Alley	50.00
1 Undersea Raider	209.50
1 Keeney Air Raider	99.50
4 Mutoscope Skyfighter. C/u	129.50
2 Paratrooper. C/u	100.00
1 Liberator	40.00

MAQUINAS DE PASATIEMPO: SLOTS

25 5-10-25c, 2/5 y 3/5 P.O., refabricados por Baker, cromos plateados, negros, y color de oro, nunca usados. C/u	$150.00
9 25c Q.T., casi nuevos. C/u	140.00
1 5c Brown Front	75.00
3 5c Watling Rolatop. C/u	49.50
2 5c Watling DIP. C/u	32.50
1 1c Watling DIP	24.00
1 5c Jennings 4-Star Chief	55.00
1 10c Jennings Duchess	30.00
1 10c Pace J. P., 2/4 P.O.	30.00
1 25c Mills Skyscraper	30.00
1 25c Mills Gooseneck, J. P.	27.50
9 5c Gooseneck, J. P. C/u	20.00
1 5c Caille	12.50
2 10c Caille. C/u	12.50
New Mills Vest Pockets. C/u	74.50
500 juegos de piezas vaciadas para máquinas Blue y Brown Front, completos. El juego	3.00

MAQUINAS DE PASATIEMPO: CONSOLES

7 Silver Moons, F. P., Muy Limpias. C/u	$125.00
3 Jumbo Parades, F. P. C/u	79.50
3 Hi-Hands, Modernísimas, Muy Limpias. C/u	175.00
1 Four Bells, Reconstruida en la fábrica por Mills	550.00
3 Galloping Dominoes. C/u	175.00
8 5c Paces Races, Reconstruidas en la fábrica por Baker y Evans, Nunca Usadas. C/u	300.00
6 Buckley Track Odds, D. D., Reconstruidas en la Fábrica, Usadas por una Semana. C/u	800.00

MAQUINAS DE PASATIEMPO: PINBALLS

1 South Seas	$175.00
1 Idaho	175.00
1 Riviera	200.00
1 Gun Club	67.50
1 C. O. D.	25.00
1 Congo	25.00
2 Crystal. C/u	25.00
1 Slap-the-Jap	30.00
1 Mystic	25.00
1 Mills 1-2-3, F. P.	35.00

Todo este equipo ha sido reacondicionado y está listo para funcionar.

Deseamos—Motores Wurlitzer, 412 a 600

¡ESCRIBA—TELEGRAFIE—TELEFONEE!

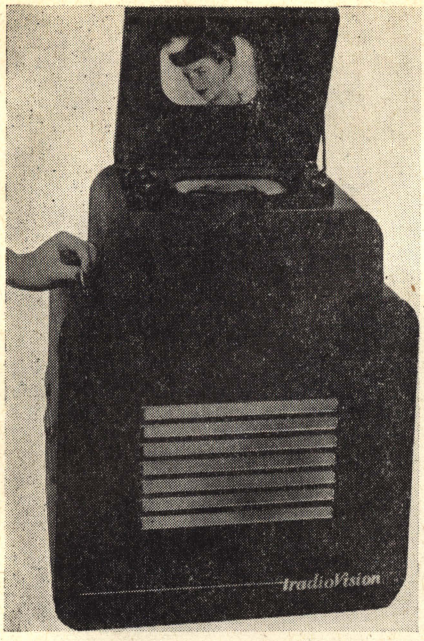
EAST COAST MUSIC COMPANY

Dirección Cablegráfica: "EASCO"

Sucursales: Pennsylvania, Delaware, Maryland, Florida

Oficina Principal: Tenth and Walnut Streets, Chester, Pa.

Teléfono: Chester 3637-9300



TradioVision was recently shown to the trade in New York City and Industry leaders heralded it as a sensational new advance in coin-operated amusement equipment.

Coin-Operated Television Set Demonstrated By Tradio

ASBURY PARK, N. J.—The ever-widening coin machine field will soon welcome a revolutionary newcomer to its ranks: coin-operated television receivers.

Developed and perfected by Tradio, Inc., one of the country's largest manufacturers of coin-radios, the new device, first in its field, bears the trade mark "TradioVision."

TradioVision projects on a five or seven inch screen, has 20 tubes, acoustic modulation, complete plug-in unit assembly, and is easy to tune. On insertion of fifty cents the customer receives a half hour's entertainment.

Assembly line production is expected to commence within two months.

Pop. Poll

November, 1946

On Phonographs—

1. Rumors Are Flying
   Frankie Carle—Columbia
   Andrews Sisters—Decca
   Billy Butterfield—Capitol
2. Five Minutes More
   Tex Beneke—Victor
   Phil Brito—Musicraft
   Frank Sinatra—Columbia
3. Ole Buttermilk Sky
   Helen Carroll—Victor
   Kay Kyser—Columbia
   Danny O'Neil—Majestic
4. You Keep Coming Back Like a Song
   Dennis Day—Victor
   Bobby Doyle—Signature
5. To Each His Own
   Eddy Howard—Majestic
   Freddy Martin—Victor
6. South America, Take It Away
   Andrews Sisters, Bing Crosby—Decca
   Xavier Cugat—Columbia
7. The Whole World Is Singing My Song
   Dennis Day—Victor
   Jack Smith—Capitol
8. The Old Lamplighter
   Hal Derwin—Capitol
   Sammy Kaye—Victor
9. If You Were The Only Girl
   Perry Como—Victor
   Joan Brooks—Musicraft
10. This Is Always
    Betty Rhodes—Victor
    Jo Stafford—Capitol

On Radio—

1. Rumors Are Flying (Frankie Carle)
2. Five Minutes More (Frank Sinatra)
3. You Keep Coming Back Like a Song (Dinah Shore)
4. Ole Buttermilk Sky (Kay Kyser)
5. To Each His Own (Eddy Howard)
6. (I Love You) For Sentimental Reasons (Eddy Howard)
7. South America, Take It Away (Bing Crosby)
8. Blue Skies (Count Basie)
9. Put That Kiss Back Where You Found it (Sam Donahue)
10. The Old Lamplighter (Sammy Kaye)

On Wired Music—

1. Rumors Are Flying
2. Five Minutes More
3. To Each His Own
4. Ole Buttermilk Sky
5. South America, Take It Away
6. The Whole World Is Singing My Song
7. The Old Lamplighter
8. This Is Always
9. The Things We Did Last Summer
10. If You Were The Only Girl

Best Selling Records—

1. Rumors Are Flying (Frankie Carle)
2. Ole Buttermilk Sky (Kay Kyser)
3. Five Minutes More (Frank Sinatra)
4. South America, Take It Away (Crosby, Andrews)
5. To Each His Own (Eddy Howard)
6. If You Were The Only Girl (Perry Como)
7. I Guess I'll Get the Papers and Go Home (Mills Brothers)
8. The Coffee Song (Frank Sinatra)
9. Choo Choo Ch'Boogie (Louis Jordan)
10. Doin' What Comes Natur'lly (Shore, Cooley)

Western Hit Parade—

Tunes most requested by the listeners to the only Western Hit Parade on radio:

1. Divorce Me C. O. D. (Merle Travis)
2. Have I Told You Lately That I Love You? (Gene Autry)
3. Wine, Women and Song (Al Dexter)
4. Rainbow At Midnight (Ernest Tubbs)
5. It's Up To You (Al Dexter)
6. When You Leave Don't Slam the Door (Tex Ritter)
7. Filipino Baby (Ernest Tubbs)
8. Guitar Polka (Frankie Marvin)
9. Timber Trail (Sons of the Saddle)
10. Chained To A Memory (Eddy Arnold)

Sepia Hit Parade—

Top tunes in colored spots supplied at press time by Otis Rene, of Excelsior Records.

1. R-M Blues (Roy Milton) Juke Box
2. Choo Choo Ch'Boogie (Louis Jordan) Decca
3. Tanya (Joe Liggins) Exclusive
4. Sunny Road (Johnny Moore's Three Blazes) Exclusive
5. More Than You Know (Al Russell Trio) Excelsior
6. Fluffy's Debut (Buddy Banks Sextette) Excelsior
7. Dripper's Boogie (Joe Liggins) Exclusive
8. Goody, Goody, Baby (Joe Evans) Black & White
9. The Xmas Song (King Cole Trio) Capitol
10. That's Just Like A Woman (Louis Jordan) Decca

Packard Model 7 Phonograph Unveiled at Convention

FRENCH LICK, Ind.—The first showing of Packard's Model 7 Floor Phonograph (outside the few sneak looks at the factory) highlighted the three-day international convention, attended by 225 distributors and factory representatives.

New model speakers were also displayed; their quality of tone and brilliant light-up features drew enthusiastic response from the gathering.

The 1947 sales program was reviewed. Homer E. Capehart, chairman of the board, presided over the business sessions and predicted prosperity for the coming years if everyone works together.

Factory servicemen and engineers demonstrated the new equipment and answered questions.

On the last day of the convention distributors were conducted through Packard's two Indianapolis plants for a production close-up.

Operator Battles Union

WARREN, O.—Bernard Terry, operator of the Warren Amusement Co., whose phonographs have figured in a labor dispute, was recently attacked and beaten in his store here by three men late at night.

One of his employees, William Taylor, was beaten by a fourth man.

The AF of L Electrical Workers Union has been enjoined from picketing places where the firm's coin machines were used. The union had complained that they were not union-serviced.

* * *

Girl: "Thanks for the hug."
Boy: "The pressure was all mine."

IMMEDIATE DELIVERY

COIN OPERATED RADIOS

New 1947 DeLuxe improved and guaranteed R.C.A. licensed 5 tube table models. 25c two hour A.C. operation. For use in HOTELS—MOTELS—HOSPITALS, etc.

Inside Vol. control, adjustable to prevent disturbing guests in adjoining rooms.

Built-in loop aerial with provisions for outside antenna. Micro-switch type coin mech. and HAYDON timing motor. Full 5" perm. magnetic Dynamic "Alnico" Speaker.

No plungers to press; no clocks to wind; no buttons to push. Chassis or timing unit may be serviced in less than 2 min. Two gang variable tuning condenser.

Yale lock guards coin meter; may be emptied in 10 seconds.

National Coin RADIOTEL Co.

4487 Beverly Blvd. • Los Angeles 4, California

What's Going on? in the UNITED STATES

St. Louis

Operators and distributors throughout the city are wearing smiles over the increased take. Everyone can look forward to winter now that machines are again rolling off the assembly lines.

Tom Collins of Universal Distributing Co. is spotting his coin changers anywhere there is a wall to hang them on. Latest locations to install Tom's machines are the hamburger joints of the city. Most unusual installation was in a local undertaking establishment's men's lounge. This machine was painted Rockingham Tan to match the color scheme. These new locations, plus improvements, such as remodeled slug rejector and lucite window for instructions on operation, have rung up a 60 per cent increase for October and 75 per cent in November.

Also beaming all over is John LaBan of LaBan Distributing Co. John latched on to the Solotone distributorship a month ago. With deliveries moving, he claims they are going like a "house afire." Perhaps the increased business isn't the only reason for John's smiles, for he just got back from a trip to Chicago. He says it was business, but on being pinned down admits a couple of sorties to the Loop.

Many of the more potent problems of front money and location splits were discussed at the Missouri Amusement Assn. last week. Realizing that uncontrolled rates were leading to cut-throat competition among operators, in this manner hurting rather than helping the industry, members devised a plan which met the approval of

(See ST. LOUIS, Page 73)

Baltimore

Here in Baltimore, things are relatively quiet. Talk concerning the proposal of a city tax on vending machines has died down as local politicians concentrated their efforts on the election. It is anticipated that the matter will again become a topic for controversy within a few weeks time.

Over at Economy Supply, Jack Berman, his wife and child trekked up to New York City for a brief visit. Sid Merenstein held down the fort in his absence and reports that they have added a complete line of new pin games, also Speedway plastics and Talking Gold products. "Business is still a bit dull," Sid mourned, "but we have great expectations for the coming year." With that he smiled.

Earl Lipe, local manager for Roy McGinnis, revealed that some Groetchen *Club Models* came in during the month and are going over quite nicely with the operators. The same holds true for Keeney *Consoles*. "We are finding great success with ex-GIs training here under the GI Bill of Rights," Earl said. "We have six of them, all doing mechanical work and all coming along very well."

At Musical Sales, exclusive Seeburg distributors in this territory, Nate Glushakow reported that they also have six ex-servicemen now training in mechanical posts under the Veterans Administration. They have also been very successful.

Genial Art O'Mealia and his buddy Sol Silverstein, both of Hub Enterprises, returned from Chicago in a jolly frame of

(See BALTIMORE, Page 68)

Boston

Tony Martin and Harry Richman paid a visit to the Atlas Distributing showrooms recently. Tony was very much impressed with the scientific sound distribution of the new Seeburgs.

Larry Green, Victor recording artist, whose orchestra has been playing at Boston's prominent night spot, The Mayfair, recently demonstrated some of his records on the phonograph in the Atlas Distributors showroom.

Louis Blatt is vice-chairman of the Music Division of the Greater Boston Community Fund.

Jose Riojas, music distributor in Mexico City, was an Atlas Distributors visitor.

Guests of Edward M. Ravreby at his suite in the Waldorf-Astoria, New York, on a recent week-end included J. Jackman, Bill Frye, Harry Berger, H. Rosenberg, Sam Yaras, Jack Zanel, Charlie Katz, Abe Wolfe, Teddy Blatt, Herb Hoff, Dick Todd, Ed Carrison, Louis Fox, Leon Berman, and Doc Eaton. Representative distributors from Texas and Florida were in the group. Starting off as a confab on distributors and their problems, the meeting ended up in a series of heated games of gin rummy.

Dave Bond, Trimount Coin Machine Co., spent a week in Chicago visiting various manufacturers and is very pleased to announce that he will represent United Mfg. Co. for Maine, New Hampshire, Vermont, Massachusetts and Rhode Island. Their first product, *Sea Breeze*, is now on the market. This game is creating a good deal of interest, as United conversions were top money makers for operators, during the war.

Dan Brown was recently added to the Trimount outside sales force. He is making a tour of New England and reports that operators everywhere are showing a good deal of interest in Personal Music.

Incidentally, final results in the Trimount Bowling Tournament will be known soon. Gilbert Lawrence still leads the field.

Al Dolan, Pioneer Music Co. prexy, and now associated with U-Need-A Sales of New England, Inc., distributors of U-Need-A cigarette and candy vendors and all Bally machines, has returned from the U-Need-A factory at Garwood, N. J., which is running full blast.

Receipts of operators are generally up to normal, although in some quarters they are reported to have dropped considerably. It is suggested that either the operators get ten cents per play, three for 25 cents, or the Government produce a 7½ cent coin.

With the increased cost and shortage of candy, operators of candy machines are in an even more unfavorable position than they were a month ago. The cost of candy increased considerably within ten days. The price is now up to 60 per cent of the selling price, compared with a normal of 20 per cent.

The sugar situation is an unfortunate one and will remain so, says a well known operator, unless the new Congress remedies conditions.

A testimonial tendered to Ed Ravreby at the Hotel Kenmore, November 4, on the

conclusion of a most successful year as Worshipful Master of his Masonic Lodge, was attended by more than 150. Distributors and operators were present, including Julian Greene, Greene Distributing Co.; Bert Klapper; Frank Ward; I. "Barry" Berenbaum of Barry Amusements, Winthrop; Charles Wortheimer, of Allied Amusements, "biggest arcade operator in New England"; Louis Fox, and Jack Ravreby, of Owl Mint Machine Co.

Recent visiting operators calling on Associated Amusements were Frank Ward, Fairlee; Emil Carrier, Nashua; F. W. Papolas, Waterville; Clarence Cormier, Leominster; Tom Cosgrove, Brockton; and Alex Finn, Hartford.

Sidney Richman, formerly in the service, has resumed work with Bert Klapper.

Herbert Sachs has been promoted to a position as head of Bert Klapper's repair department.

One thing which is troubling the small operators of cigarette machines is the price situation. It is stated that operators of less than 50 machines must pay $1.77 a carton, from which is realized $2.00. But of the 23 cents, the storekeeper receives one cent on each package, leaving 13 cents. The operator is required to make a further payment for books of matches, amounting to approximately three cents on each carton, leaving only ten cents profit. Then sometimes the machine does not work, so there is a loss here. One operator feels that he is working for nothing. The claim is made that the big operator of more than 50 machines has an advantage, because, it is stated, he gets ten per cent and then one per cent on each carton.

Irving M. Flashman has moved to new quarters on Tremont St. He operates two divisions: the Automat Sales Service, vending machine operators, and the Boston Sales Agency, which will distribute vending machines.

C. Frederic Wallington

Fort Worth

Mild fall weather and excellent rains over the entire state have brought a very nice pick-up to the local coin machine business. The hypo was needed to revive the trade from that recent slump which seemed to come from the doldrums or the waiting attitude assumed by other lines of business. A first of the month revival of trade in other industries has helped to improve the operators' business also. A good fall season seems in the making.

Fort Worth jobbers and distributors report a heavy demand for new and used equipment of all types. More new machines are reaching the local market than at any time since the war ended, but demand is still far ahead of deliveries.

M. T. Johnson, head of the Texas Music Co., says that collections for music and coin operators are good. Johnson's firm is one of the licensed Wurlitzer operators in the Fort Worth area.

W. E. (Dick) Dixon, Southwest Amusement Co., is introducing *Personal Music* to the Fort Worth coin machine trade. Dixon reports a number of operators are installing the system. Ben McDonald of the Star Coin Machine Co. is having a successful operation of the personalized music in tourist camps and in local air ports. The Big State Novelty Co. is also installing several sets of equipment.

The Panther Distributing Co. have just enlarged their headquarters. A complete remodeling and modernizing of the 25-foot building, next door to their old location, has provided a neat, modernistic office and showrooms in natural pine finish.

Clarence Cleer of the Cleer Music Co. was in Dallas last week looking for music and coin machine equipment in the Dallas market.

Frank W. Wood

BALTIMORE

(Continued from Page 67)

mind. They visited the Rock-Ola and Chicago Coin plants and are all pepped up over the prospect of lots of deliveries in the near future. Sol, incidentally, has reasons for smiling other than those enumerated above in connection with business. He is currently receiving congratulations and dispensing cigars. Yes—Sol's a daddy again, for the third time. And they're all boys. Latest addition is named Alan Nathan. Best wishes, Sol!

On Eutaw St., Morrie Silverberg, top man at Merit, has stocked up on Rock-Olas and Seeburgs, also a number of one-balls. Morrie also closed a deal whereby he purchased a music route from Lou Lesser and Lou Morisi. REVIEW readers will recall that Morrie was having difficulty getting experienced mechanics, but since last month he has settled that problem. "On second thought," he said, "maybe I could use another thoroughly experienced man. I repeat—thoroughly experienced."

Al Bulmash is just as busy as ever these days, yet he still manages to get around in fine fashion . . . Boots Glausser and his chum Mr. Foley, both of Pittsburgh, breezed into town the other day.

J. J. Speers, popular operator, still smiles and claims his routes are doing better all the time. Sounds like a song title . . . Another operator with a dynamic personality, Ted Posner, was also seen about town last week; ditto for Stan Swan, local live-wire coinman who is continually increasing his route.

Up in Cumberland, the G & W Restaurant was robbed early one morning of $8 in pennies and an undetermined amount of cash from a music box. Entrance to the building was gained after a glass was broken in a rear window. The irony of it all is that the restaurant is plainly visible from police headquarters.

For the benefit of those local coinmen I haven't yet been able to visit, you can contact me at 2804 Roselawn Ave., Baltimore 14; phone—Hamilton 6211.

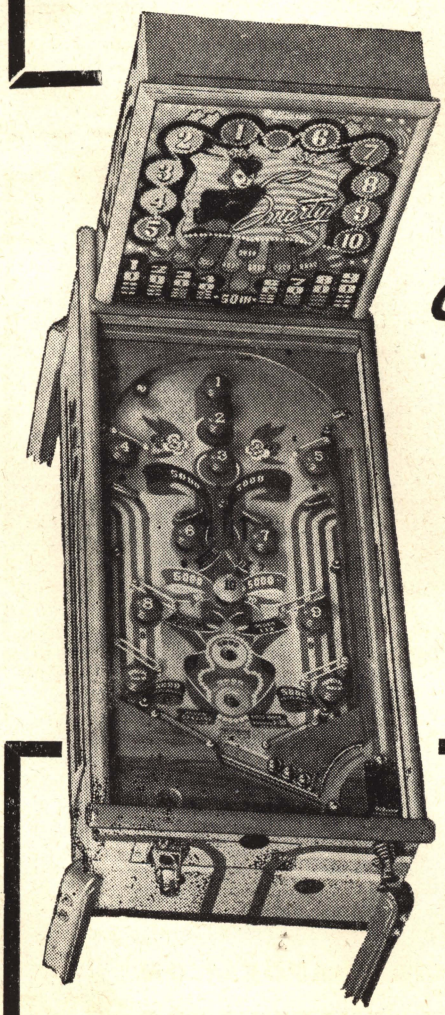
David L. R. Jeffreys

Heart Ailment Fatal

NEW YORK—Harold J. Leibman, cigarette machine operator, died at his Brooklyn home after ailing for several months. Surviving are his wife and 17-year-old son.

Leibman, 56, had been active in the field as both operator and jobber for the past dozen years.

Smart Game For Smart Operators!



Smarty

WITH
WILLIAMS' BRAND NEW
DOUBLE SCORE FEATURE!

Place Your Order With Your Jobber NOW!

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Salt Lake City

Ken Dart, branch manager for Wolf Sales Co., Wurlitzer distributors, is back from a successful swing throughout Idaho and Nevada, and is making a short trip into Southern Utah, according to local Manager Jennings.

The Yellowstone Specialty Co. reports that Sterling Oakson has just returned as a serviceman after several years in the Army, and is resuming his old job with Tom Douglas. Douglas is heading into Chicago shortly to line up some equipment.

Leon Doan was a recent visitor at Yellowstone Specialty Co., coming in from his Rock Springs locale; Mike Koscris of Pocatello is also making a short trip into Salt Lake looking over some equipment. Harry Simon of Wells visited Yellowstone Specialty and bought some Mills machines.

Sid Stewart of the Stewart Novelty Co., is in Idaho on a business trip. Dan B. Stewart, formerly operating the Casino in Reno, is visiting here from Los Angeles.

Sol Gottlieb, Gottlieb Co. representative, was in Salt Lake City a few days ago.

Dan King of the Western States Dist. Co. in San Francisco, was a recent visitor at Stewart Novelty.

C. E. Stevens, route supervisor for Rowe Cigarette Service, and B. E. Moran, office manager, are back from Chicago where they attended the NAMA convention, which they say was 100 per cent enjoyable and worth-while, and was a real uplift.

R. F. Jones of the Jones Distributing Co., just returned recently from a trip to Denver. Assistant Manager C. N. McMurdy is currently in Idaho.

Viola B. Hutton

Cincinnati

"Pleased to meetcha again," said the location owner to the patron, and the operators all laughed merrily as the automatic phonos gaily started playing *White Christmas* all over the land!

In recognition of the splendid results of their last year's campaign to aid the Sister Kenny fund in the fight against infantile paralysis, the Automatic Phonograph Owners' Assn. officers were invited to attend a banquet at the Netherland Plaza Hotel recently. The bids were addressed to President Samuel E. Chester and wife, and Secretary-Treasurer Charles Kanter and wife.

That little dickens you may have heard squalling in the night was the new arrival at the home of Cecil Dickins of Wesco Novelty. Both doing well, and pop as well as can be expected.

The reason for Harry Hester's visit to Columbus the other day was a meeting of the Ohio State Amateur Athletic Union. The B and H vending operator is a member of the Amateur Boxing Commission here and an enthusiastic devotee of the manly art.

Negotiations for a new contract are reported to be in progress between the Automatic Phonograph Owners' Assn. and the International Brotherhood of Electrical Workers Union, Local 442 D. A mutually happy solution seems imminent.

The beg pardon department wishes to report that Mrs. Leonard Goldstein is trying for a Life Master at Bridge rating, and not a Light Master, as reported last month. Thanks to Leonard, and my blushes to Mrs. Leonard, who recently engaged in a joust with the pretty pasteboards at French Lick, endeavoring to further her standing.

Charles McKenney having severed his connections with the automatic phonograph division of Ohio Specialty, young Milt Cohen will operate in his stead.

Serviceman Jack Lawson, with T and L Distributing, is being congratulated on his marriage to Mary Stetter at St. Vincent de Paul Church, Covington, Ky.

Jean Flaherty, right bower to operators Bloch and Goldstein, has returned to her secretaryship after a few days of indisposition.

The Automatic Phonograph Owners' Assn. received a withdrawal from Lou Foltzer, who is retiring as an operator to give his entire time to running his Electric City, a thriving shop, handling everything electrical, as the name implies.

John Nicholas and his better half are 50 yard line addicts. They went to Champaign to see Illinois and Notre Dame tangle, and to Lexington to watch the Xavier-Kentucky fracas.

Cocktails, dinner and dancing marked the festivities when Muriel Weiner, daughter of Mrs. Ida Weiner, of B. W. Novelty Co. married Bernard Clayton in the chapel of the Netherland Plaza Hotel. After the ceremonies the happy couple slipped away and will spend about a month in Canada and the New England states and New York City. Among the operators present were Al and Mrs. Lieberman, Nat and Mrs. Barfield, Ben and Mrs. Goldberg and Mr. and Mrs. Wm. Marmer. The first two are with B. W. and the last two with Sicking, Inc.

Mr. and Mrs. Bill Bigner of Wesco Novelty Co. are vacationing in Connecticut. It's their first vacation in four years, Bill being fresh out of the Army.

Joe Westerhaus is acknowledging the plaudits of the envious since his Westerhaus Amusement bowling team chalked up two new records at Sanker's Alleys. As members of Sanker's 900 League the team shot a 2898 pin total and a 1017 pin middle game to make a clean sweep over the Burger Bros. men. Bill Koehler rolled a high of 620 for Westerhaus. This is the same team with which Joe racked up the Northside Major Summer Bowling League championship.

That photo of a handsome Naval officer you may have seen on the desk is a likeness of Jack Batte, son of Elinor Batte, secretary to President Chester of the APOA. The lieutenant just completed a training flight from Pensacola to Cleveland and return, in preparation for obtaining his wings shortly.

Optimistic operators are warned not to let the "plenty of beer" signs fool them into believing coin machines will receive heavier play. According to local brewers the overall picture is still on the dark side. They are having bottle as well as sugar and grain trouble.

Dale Wyley was in shopping from Columbus, as was Marvin Fair from Dayton. Other visitors from out of town included Claude Sierra, Seymour; George Demas, Aurora; Russell Colston, Roanoke; C. D.

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Chandler, Pineville; and Charles Belleville, Columbus.

R. S. Crandall, of Sauerston and Brown, veteran local candy manufacturers, said in an interview, "We expect nickel bars to cost six cents, and maybe we'll eliminate them and sell only dime bars." Higher production costs, including sugar, flavoring and packaging are given as reasons for the contemplated price rise. Nickel bars, he said, will definitely be much smaller if his firm continues to make them.

At the last monthly meeting of the Hamilton County Cigarette Vending Machine Assn. at Cuvier Press Club it was decided to hold future meetings on the third Wednesday of each month, rather than on the second, as at present. The meeting was dedicated almost entirely to eulogies on the value of NAMA membership, Eugene Greenwald making an extensive report. Willis Magley and Stanley Sheehan delivered an official memorandum on the success of the NAMA Chicago convention.

Maurice Levitch delivered an address at the Chicago convention on the subject of "How to Select Employees" in the vending machine business. At the same time he lauded the services of NAMA President Bob Greene, under whose guidance NAMA membership has doubled, and declared that NAMA would be a lasting monument to Greene's leadership.

We hope you had your fill of turkey and stuffing and that you will all have a very Merry Christmas and a Happy New Year.

George Keith

Detroit Newcomer

DETROIT—John and Joe Tuharsky and Tom Tanase have formed Ace Recreation and are operating pin games in this city's east side. Bowling-type games are expected to be added to their route shortly.

Dallas

Dallas coin machine operators have been encouraged by recently improved trade conditions. They are receiving more new items than at any time during the past four years. An excellent fall season, sparked by a million and a half visitors to the big State Fair of Texas here in October, has helped add to the local operators' enthusiasm.

Collis Irby, head of Walbox Sales Co., and George Wrenn, sales manager, attended the recent Packard showing of their new phonographs at French Lick Springs. Showings of the new music equipment will be announced by Walbox at later dates.

The Dallas coin machine market is experiencing a fall revival of operators who are coming in from all sections of the state. A list of recent visitors includes E. R. Irwin, Waco; J. T. Stuart, Longview; Lyman Britcher and W. M. Wright of Texarkana; Johnnie Mabry, Beaumont; O. I. Throne of Shreveport; Leo Girard, West; Mr. and Mrs. Tex Kiel of Ballinger; R. L. Jones, Gainesville; W. T. Dennard, Henderson; E E. Cole, Amarillo; Roy Barnes, Palestine; Gene Goss, Corsicana; C. T. Beale, Bowie; Gene Carlson, Tyler; C. C. Cornelius, Eastland; Orville Nevins and Tom Clore of Sherman and Clarence Cleer of Fort Worth.

Raymond Williams, Commercial Music Co. executive, has returned from a business trip to the Wurlitzer factory at North Tonowanda. Raymond spent several days there discussing 1947 sales and production plans with Wurlitzer officials.

Guy Kincannon, music merchant from Waco, was a recent visitor to the Dallas Coin Machine Row. Guy, who is an enthusiastic Baylor University football booster, wore a frown of gloom. The Baylor Bears were handed a good drubbing at the hands of the University of Texas Longhorns at Waco. Cheer up Guy, we are predicting that the Bears will be the Southwest conference champions in 1947.

Sam Yaras, head of the Southwest Amusement Co., says that more 5-balls, slots and all other coin machine equipment are reaching the Dallas market. The new AMI phonographs, which his firm distributes, are receiving the enthusiastic approval of Dallas music operators. Sam reports that every music operator ordering the AMI recently, has placed orders for additional equipment.

W. E. (Dick) Dixon, manager of the Fort Worth branch for Southwest Amusement Co., was conferring with his Dallas headquarters office this week.

Mrs. Sam Yaras, the ever-smiling co-partner of Sam Yaras' Southwest Amusement Co., is spending two weeks at Excelsior Springs, the Ozark's resort city, just relaxing and enjoying a much needed vacation. Bon voyage, Mrs. Yaras.

Frank W. Wood

Columbus

Things are just about in a normal groove again around this area now that the transit boys have settled their differences for awhile and the election is over. Still lots of shortages in different commodities, but time will rectify that.

The Census Bureau reported early in November on business conditions in Ohio for the first nine months. Dollar sales were 41 per cent ahead of the volume for the like period last year so it looks like there's plenty of coin around yet to keep local operators happy.

Speaking of happiness, one of the happiest and most jovial fellows that yours truly has had the opportunity to run across in his rounds of Coin Row is none other than Harry Buck, office manager for Mike Cohen at Myco Automatic Sales Co. I dropped in there on one of our undecided Central Ohio days—anyone acquainted with this sector will tell you how changeable the weather can become overnight—and there was poor old Harry sitting at his desk before the periodic blasts of a gas blower, freezing when the heater was turned off and suffering the agonies of a Sahara when the blower was on. Harry says they can take those contraptions a long way away! But, to get back to our statement about joviality, it's a pleasure to talk to a fellow like Harry Buck because he's always got a laugh to give any unhappy situation the brushoff. And it's not one of those slightly strained laughs, but a big belly laugh which just seems to give a fellow a lift when things are a little on the seamy side. Bet that's one reason why Myco is a leading group around here, having a fellow like Harry for a receptionist.

Dropped around to see John Homann, our local Wurlitzer representative, but he was out, so I chatted awhile with his pretty blonde girl Friday who was there that Thursday. She was a little blue about the weather which was one of those rainy November days. Spied a new sign which they have decorated the front windows with. Makes the place stand out in the relatively drab depot area.

Maurice Shaucet, brother of J. Shaucet at Times Tonomatic Corp., will join his brother there the forepart of December. Being a former grill operator of some fifteen years' experience, Maurice should be of invaluable assistance to cafe men who have coin machines on location which are owned by Times Tonomatic.

NEW EQUIPMENT

IMMEDIATE DELIVERY

Bally Draw Bell Console	$477.50
Bally Triple Bell Console	895.00
Bally Midget Races—Five-ball Free Play	299.50
Bally Big League—Five-ball Free Play	270.00
ABT Challenger Guns	52.00
Groetchen Twin-Jackpot Bells—Convertible 5c-10c-25c	130.00
United SEA BREEZE	325.00
Chicago Coin Super-Score Five-ball Free Play	325.00
Genco Step-Up—Five-ball Free Play	325.00
Gottlieb Baffle Card—Five-ball Free Play	322.50
Williams SMARTY	334.50
Daval Free Play Counter Game	75.00
Daval 1c Buddy Cigarette Machine	33.00

ALSO ALL OTHER NEW EQUIPMENT

ONE-THIRD DEPOSIT WITH ORDERS!

T. & L. DISTRIBUTING CO.

1321 CENTRAL PARKWAY • CINCINNATI 14, OHIO

I asked Shaucet about his views concerning the present agitation for a "Change to a dime," and he advised me I could quote him as saying that as far as he is concerned there can be no change. As things shape up here, this being no strong union town, operators must split fifty-fifty with locations and, of course, this leaves them with little to show with operating costs sky-high. And the Times Tonomatic head feels that the only one who could benefit from such a raise would possibly be the location owner, who has the least to spend out so far as equipment expenses are concerned. So, friend Shaucet says, he feels that people will hold back if a dime is necessary to operate a coin machine which ordinarily takes a nickel and receipts would fall instead of rising. This looks like a big issue which will probably depend a great deal on local situations for action.

Big shot manufacturers have been running in and out of town so often recently that the hotels must believe there's a continuous convention going on. It's all because of the Olentangy Mechanical Pinboy which is said to be a mechanical marvel. The American Machine & Foundry Co. will combine the best features of a machine displayed at Buffalo awhile back with the best in the Olentangy machine. It should eventually open a big new field for coin operators.

William H. Simonton, in charge of maintenance at the Columbus Novelty Manufacturing Co., passed away recently. He was 64.

Two burglaries reported recently resulted in coin machine losses at two locations here, the Memo Grill and Coffee's Restaurant. Loss was undetermined.

If you want unusual entertainment, a visit to the Zane Caverns, which are owned by the G. N. Vending Co. here, is in the cards. The spot has been so popular for the past years during the summer that the management has decided to keep it open during the winter. There is plenty of free space available for wiener roasts, camping and hiking. If you're in a nut gathering mood, they have plenty of hickory and walnut trees. G. N. also has provided concessions selling sandwiches, coffee and soft drinks. There are ponies for the kids to ride, too, at this spot located about 51 miles northwest of Columbus.

Information from the secretary of state's office here reveals that a firm in Dayton, known as the Mutual Service Co., vending machine manufacturers, has been incorporated there. Capital is listed at $1000 with 250 shares of non-par value stock. Incorporators are Henry Beigel, Emerson L. Homer and Margaret Wack.

Mike Charie of the Capital Pla-Mor Distributing Co. has been out of town recently but is back on the job again looking as fit as ever.

A local man, Ralph W. Brown, is behind the new coin machines which give a $5000 insurance policy for 25 cents. He has installed two machines at New York City airports already and they will be placed in all airline terminals as fast as the machines are completed. Known as the *Insurograph*, they offer speedier service than the current method of sale by airlines personnel.

Nearly 600 tobacco dealers from Ohio, Pennsylvania, Indiana, Kentucky, Michigan, West Virginia and New York were here at a three-day meeting of the Ohio Tobacco Distributors Assn. Speakers at the fourth annual meeting emphasized that cigar, cigarette and tobacco consumption is steadily increasing in the U. S. Rudy Hooffstetter of Hooffstetter Bros., local wholesale tobacco firm, was reelected president of the group.

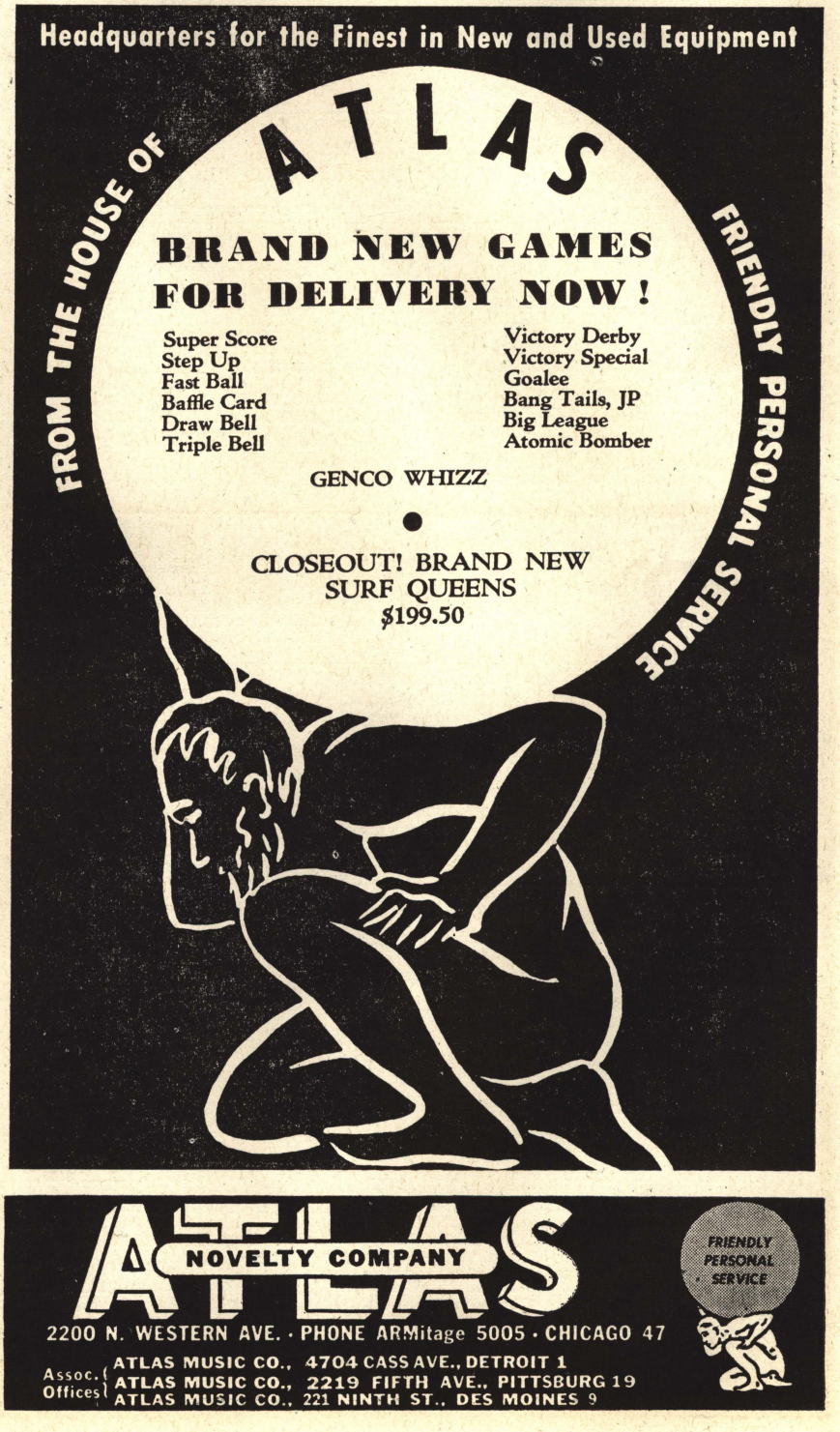
News from Wheeling, W. Va. is that the City of Wheeling has appealed to the West Virginia Supreme Court for authority to collect a one cent per pack cig tax which it levied on September 17 last. An Ohio county circuit court recently issued an injunction against collection of the tax in a suit brought by 8 tobacco distributors and the Ohio Valley Retail Grocers Assn. Wheeling's levy was enacted to cover the "privilege of selling cigarettes." It involved a $10 registration fee and payment of one cent on each 20 cigarettes sold. The tax was to have been collected via tax stamps attached to cigarette packs.

Something new from up Cleveland way has been reported which, as yet, I haven't seen around here. It's a coin machine which has the regulation nickel chute, but instead of music the customer has five questions flashed on a screen. It's up to him to answer them and determine what the machine rates him in intelligence—dope, genius or something in between. No doubt some wives already have a preconceived notion on the status of hubbie's I. Q. (Editor's Note: The machine is undoubtedly the *Telequiz.*)

W. C. Arthurs

Kansas City

Arrivals of pin ball games and phonos and placement at locations have been steady enough that there have been little complaints in this field. Cigarette vending machines still seem to be scarce. Those depending on candy and gum are having a rather rough go of it. Machines which have arrived lately are apparently being put together better as no laments were heard about loose screws and bolts or parts in bad condition. The launderettes



are making fair to good progress with expansion continuing. Driers are appearing at appliance stores and this may widen the market for launderette operators. It might be in line for those figuring on other locations to build or rent larger quarters and lay plans for the installation of driers in the future. Remodeling continues with several distributors who are getting prepared for a big 1947. The arrival of ice cream machines would be a life-saver for the candy vendors and the present increase in the production of pop corn machines should help with the volume.

The Consolidated Distributing Co. got a break with the appearance here of their *Telequiz* which rated a feature story in *The Kansas City Star*, November 8. The two column head and subhead stated: "Slot Machine With a Mind Is the Latest in Gadgets. For a Nickel, the Device Will Ask Five Questions in a Selected Category, Tell the Player When He Makes a Mistake and Add Up His Score." The story told in detail of the quiz box's operation. It will ask 4,000 questions on each of eight subjects. Some models can be set to pay off nickels, dimes or quarters for "expert" or "genius" attainment. Jerry Adams stated that his firm had two models showing during the past week with Bill Fryer and Frank Nemshak from the factory demonstrating. Over three hundred operators witnessed the machinations of *Telequiz* and the reaction "was terrific." A payout model will have a showing in Tulsa at the Cliff Wilson Distributing Co., and a demonstration will be held also in Oklahoma City. "We expect to have plenty to distribute within sixty days." Consolidated is the sole distributor for the Western half of Missouri, all of Kansas and Nebraska. "The quiz box is a natural for free publicity of all kinds, much national newspaper, magazine and radio publicity has already acquainted the public with this vending novelty."

Frank W. Murray, Music Service Co. has converted a number of Wurlitzers to dime and three for a quarter play and the response has been gratifying. Orders are coming in faster than they can be filled. The arrangement is 50-50. Bally's *Midget Racer* and *Big Hit*, Williams' *Dynamite* and Wurlitzers are being placed with operators about as fast as they have been arriving.

For those of you who missed the news, Elmer F. Pierson, The Vendo Co., was re-elected vice-president and J. Renz Edwards, F. S. Edwards Tobacco Co., was elected to the board of directors at the National Automatic Merchandising Assn.'s tenth convention held recently in Chicago.

Robert T. Gilbert, R. E. Gilbert Amusement Co., told of his father and mother, in company with Clarence Kemp and wife, Warrensburg operator, vacationing in New Orleans. He reported also the arrival of several Chicago Coin new *Super Scores* and Williams' *Dynamites*.

According to Harry Silverburg, W-B Music Co., remodeling of the store will be completed by December 15. Edward Lyons, a new salesman, will cover Western Missouri and Kansas. He was formerly associated with Frederick Lee Phonograph Record Dist., here. W-B will hold weekly schools after the first of the year for service operators over the entire territory. A six months' schedule has been planned.

Oma Miller, The Music Mart, told of the firm's move to 3933 Main where quarters are a third larger than at their former address. Completion of remodeling and opening is scheduled for about December 5.

Gordon Talmage, Fairway Distributing Co. was glad to have M. C. Mueller, Mueller Specialty Co.; Walt Bodde, operator from Wichita, John Plumb, Topeka Music Co. and John Emick, John's Novelty Co., Lawrence, visit him. Joe Childs, new field representative covering Kansas and Missouri, came in from a recent trip stating operators were showing considerable interest in Solotone's personal music. "In the majority of Solotone installations, location owners report a much greater play than enjoyed when phonographs were used. In a recent instance, the take was double during a four-week period.

Ray Halstead recently brought back some pheasants he bagged in South Dakota and they were enjoyed by all. "Say, send me a subscription to the Coin Machine Review. I want to read what you're writing about us and want to keep abreast of the latest in the vending field," Ray said. P.S.: Note to the rest of you non-subscribers: Subscription rates for The Review will be three bucks for two years next month. Present rate is three years for two dollars. The Review carries the lowest subscription rate of any magazine in the field and offers a higher caliber editorial content than any of its competitors. Send your check to Dev Thatcher, Station D, Box 7642 and I'll send you a receipt. Don't put it off, gain that extra year—and save a dollar—now.

Elmer Butts has purchased the Automatic Music Co., from Ransom Cleeton and Bill Hansen. Rex Crawford, former operator from Lawrence, has associated himself with the firm as their mechanic.

Warren Doud, Telecoin Corp., reported that Curtis Driver plans on opening a launderette about January 15. Doud has been making Bendix washer installations in sorority dormitories in Lawrence.

Bert Smith, Ace Music Co., told of making Teletone studio installations in Omaha, Des Moines and Joplin with a good fan reaction.

Look to MONARCH for Your Requirements

"SCORE A BARREL"
$399.50
10' 6" Model

The only Bowling Game featuring extra barrel roll scoring. Due to increased production we can now make IMMEDIATE SHIPMENT of this sensational unit. IF YOU ARE USING BOWLING GAMES—THIS IS THE BEST OF THEM ALL.

— BRAND NEW FACTORY RELEASES — IMMEDIATE SHIPMENT —

5 BALL FREE PLAY PIN GAMES

BIG LEAGUE (BALLY)	$299.50
FAST BALL (EXHIBIT)	330.00
OPPORTUNITY (MARVEL)	249.50
SPELLBOUND (CHICAGO COIN)	325.00
SUPERLINER (GOTTLIEB)	322.00
DYNAMITE (WILLIAMS)	334.50

CONSOLES

BALLY DRAW BELL 5c Comb.	$477.50
BALLY DRAW BELL 25c Comb.	497.50
BALLY TRIPLE BELL	895.00
EVANS BANGTAILS 5c JP CPO	671.50
EVANS BANGTAILS 5c, Comb. FP & PO	824.50
EVANS WINTER BOOK 5c, JP, CPO	824.50

LEGAL EQUIPMENT

GOALEE (CHICAGO COIN)	Write
WHIZZ (GENCO)	$189.50
RED BALL (HIRSCH)	395.00
JACK RABBIT (AMUSEMATIC)	475.00
GOTTLIEB 3 WAY GRIPPERS	39.50
A B T CHALLENGERS	65.00
A B T TARGET STANDS	12.50
SILVER KING PEANUT VENDORS	Write

"ACE COIN COUNTER"
Most inexpensive coin counter on the market today. Precision built—light as a feather. Price $139.50.

JENNINGS SLOTS

Standard		Bronze		Super Deluxe	
5c	$299.00	5c	$299.00	5c	$324.00
10c	309.00	10c	309.00	10c	334.00
25c	319.00	25c	319.00	25c	344.00

MILLS BLACK CHERRY BELLS 5c-10c-25c play ..... WRITE FOR PRICES
GROETCHEN COLUMBIAS—STANDARD ..... $145.00 DELUXE GOLD MODEL $209.50
MILLS VEST POCKETS ..... $74.50 50c PACE DELUXE BELL $475.00
$1.00 PACE DELUXE BELL $635.00

—— BRAND NEW DELUXE REVOLVE A ROUND SAFE STANDS ——

SINGLE ..... $175.00 DOUBLE ..... $250.00 TRIPLE $295.00
Made of extra heavy gauge steel—specially weighted—attractive finish.
BRAND NEW SINGLE LOCK BOX TYPE SLOT STAND ..... Price $27.50

DAVAL'S LATEST WINNER "FREE PLAY" Sensational new free play counter game $75.00

THOROUGHLY RECONDITIONED AUTOMATIC PAYOUT CONSOLES

BAKER PACERS DD JP	$265.00	EVANS 37 BANGTAILS 5c	$125.00	KEENEY SUP. BELL TW 5 & 5	$369.50
BALLY BELLS 5 & 25	129.50	EVANS 41 BANGTAILS JP 5c	295.00	SUP. BELL TW Comb. 5 & 25	495.00
BALLY CLUB BELLS 5c Comb.	195.00	EVANS 41 DOMINOS JP 5c	295.00	4 WAY SUP. BELL 3/5 & 25	545.00
BALLY CLUB BELLS 25c Comb.	275.00	JENNINGS BOBTAIL 5c	129.50	MILLS 4 BELLS	375.00
BALLY HI HANDS 5c Comb.	169.50	JENNINGS DERBY DAY Slant	79.50	JUMBO PARADE 5c late	139.50
BALLY HI HANDS 25c Comb.	249.50	KEENEY SUP. BELL 5c Comb.	225.00	JUMBO PARADE 5c Comb.	195.00
EVANS '40 PACER 5c	275.00			JUMBO PARADE 25c	189.50
				PACES RACES BROWN	165.00

FREE PLAY CONSOLES

WATLING BIG GAME 5c	$119.50	JENNINGS SILVER-MOON 5c	$ 99.50	JENNINGS SILVER-MOON 25c	$139.50
WATLING BIG GAME 25c	189.50	JENNINGS SILVER-MOON 10c	119.50	JENNINGS BOBTAIL 5c	99.50
				JUMBO PARADE 5c	109.50

WRITE—WIRE—PHONE FOR SPECIAL PRICES ON: BALLY VICTORY DERBIES—BALLY VICTORY SPECIALS. SEND FOR LISTS OF ALL OUR THOROUGHLY RECONDITIONED EQUIPMENT AT PRICES THAT WILL SATISFY.

Terms: 1/3 Deposit, Balance C.O.D. or Sight Draft

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STEWART NOVELTY COMPANY *WHOLESALE DISTRIBUTORS*

1361 SO. MAIN ST. SALT LAKE CITY TELEPHONES: 78171 OR 71195

STOCK REDUCING SALE — PRICES SLASHED

Machines thoroughly cleaned, reconditioned and ready for location. TERMS: 1/3 deposit, balance C.O.D. or Sight Draft, F.O.B. Salt Lake City. When possible, state second choice when ordering.

NEW EQUIPMENT

NATL. COIN CARD VENDORS	29.50	Columbia Deluxe Bell	209.50	Gottlieb 3-Way Gripper	39.50
Daval (Cig. & Fruit Reels) F. P.	75.00	Columbia Twin Jackpot Bells	145.00	Han-Dee Pin Game Lift	49.50
A. B. T. Challenger	65.00	Amusement Enterprises Bank Ball—12 ft.	375.00	Master Coin Changer	27.50
Champion Hockey	389.50	Coin Operated P. B. Cabinets	65.00	Williams Dynamite	334.50
Chicago Coin Goalee	525.00	Exhibit Fast Ball	330.00	Lucky Strike Counter Game	32.50
Chicago Coin Spellbound	325.00	Gottlieb Super-Liner	322.50		

Now making fast delivery on Mills Black Cherry, Golden Falls, Vest Pocket Bells and slot stands. WRITE FOR QUANTITY PRICES.

ARCADE

1 A. B. T. Six Gun Airomatic Rifle Range. Except. good	825.00	1 Hawaiian Blues Peek	40.00	2 Jennings Blue Books	75.00
2 Astrolograph	25.00	3 Keeney Air Raiders	85.00	4 Keeney Anti Aircraft	40.00
3 Astro-Scope	55.00	3 Keeney Submarines	85.00	1 Keeney Texas Leaguer	25.00
1 Bally Bull	40.00	1 Poker Joker	55.00	1 Radio Rifle	20.00
1 Bally Defender	110.00	1 Rainbow Pencil Vendor	27.50	1 Shoot-A-Lite	40.00
1 Bally Racer	45.00	1 Shoot The Chutes	95.00	1 Muto. Lift-O-Graph	125.00
2 Bally Rapid Fires	75.00	1 Muto. Love Pilot	155.00	3 Muto. Punching Bags	135.00
2 Bally Sky Battles	95.00	1 Muto. Reels "42"	80.00	2 Muto. Skyfighters	95.00
1 Bally Torpedo	115.00	1 Muto. Voice Recorder	575.00	1 Mystic Mirror	40.00
1 Basket Ball Jr.	30.00	3 Supreme Shoot Tokio	85.00	2 Talkie Horoscopes	75.00
1 Casino Golf	30.00	2 Test Pilots	95.00	1 Wizzard Fortune Teller	35.00
5 Mills Quarto Scopes	55.00	1 Wizzard Pen	110.00	2 Photomatics (42 Model)	625.00
2 Muto. 5c Vendors	20.00	4 Panoram Solo Vue Peeks Like New	285.00		
4 Muto. 2c Card Vendors	15.00				
1 Muto. Career Pilot	155.00				
1 Muto. Drivemobile	215.00				
4 Muto. 5 Feature Peeks	75.00				
1 Chicken Sam	65.00				
2 Evans Super Bombers	180.00				
1 Evans Tommy Gun	55.00				
1 Exhibit Bicycle	45.00				
1 Exhibit Punching Bag	75.00				
3 1c Exhibit Card Vendors	18.00				
1 Genco Playball	135.00				

ONE BALL PIN GAMES

1 Blue Grass F. P.	125.00	2 Keeney Velvets	25.00
1 Center Smash	15.00	2 Kentuckys	150.00
1 Club Trophy F. P.	170.00	8 Longshots	150.00
1 Derby Day	15.00	1 Race King	55.00
1 Fairmont	225.00	1 Santa Anita	95.00
1 Fortune	95.00	3 Spinning Reels	65.00
1 Grand National	45.00	1 Stepper Upper	50.00
1 Hawthorne	49.50	1 Thistle Downs	35.00
1 Hi-De-Ho (Ticket & P. O.)	25.00	1 Winning Ticket	60.00
		1 Blue Grass	125.00

CONSOLES

2 Baker Pacers	185.00	1 Silver Moon (P. O.)	85.00
1 Big Top (P. O.)	85.00	2 Zippers (P. O. or Ticket)	55.00
1 Derby Day	25.00		

FIVE BALL FREE PLAY GAMES

2 A. B. C. Bowlers	45.00	1 Exhibit Stars	60.00
2 Bally Reserves	20.00	2 Genco Defense	60.00
1 Belle Hop	55.00	1 Hi-Dive	65.00
2 Pan Americans	40.00	1 Keep 'Em Flying	105.00
2 Sea Hawks	50.00	3 Show Boats	45.00
1 Slugger	45.00	1 Snappy	45.00

SLOTS

5 1c Bantams (S. J. P.) Caille	20.00	3 1c Little Dukes	17.50	2 5c American Eagles	17.50
1 10c Cadet Caille	55.00	2 5c Mills War Eagles	75.00	2 5c Bally Reliance	17.50
1 5c Gold Chrome	179.00	1 5c Mills Roman Head	75.00	4 Davals "21"	7.50
2 1c Front Vendor	30.00	3 5c, 10c or 25c Columbia Bell	65.00	2 Electric Shockers	12.00
1 10c Blue Seal Watling	55.00	1 10c Mills Gooseneck	45.00	1 Holly Grippers	10.00
1 5c 1946 Mills Vest Pocket Bell	65.00			7 Mills Ticketts	5.00
1 5c Mills Gooseneck	40.00			1 Muto. Gripper	12.00
3 5c Superior Bells	45.00			1 Topper Gum Vendor	10.00
				1 Flashing Thru	17.50

SCALES

2 Astrology Model 80	120.00
1 Astrology (Small)	120.00
1 Peerless Ticket	55.00

COUNTER GAMES

MERCHANDISE DEALS

	Sells	Takes In			
5c 1000 Hole or 2000 Hole 1/2 Free Chocolate Deal	$ 34.50	$ 60.00	25c 2000 Hole Radio & Clock Deal	132.00	500.00
5c 1000 Hole Nudie Doll Deal	27.00	50.00	5c 1500 Hole Wheel of Luck & Shaver Deal	30.00	75.00
10c 2000 Hole Western Gun Deal	125.00	200.00	5c 1500 Hole Panda Family—8 med. Pandas, 2 Large Pandas and 1 Giant Panda	45.00	75.00
5c 1500 Hole All Western Deal	45.00	75.00			
5c 1500 Hole Camera And Lighter Deal	45.00	75.00	5c 1200 Hole Fruit Cake Deal	34.50	60.00
5c 1500 Hole Western Belt Deal	25.00	75.00			
25c 600 Hole or 5c 3000 Hole Nylon Deal	75.00	150.00			
10c 2000 Hole Clock & Toaster Deal	60.00	200.00			

WRITE FOR JOBBER DISCOUNT
LARGE STOCK OF CONTAINER SALESBOARDS
WRITE FOR PRICES

Clyde Glandon and James F. Porter with two going launderettes to their credit stated a fourth unit would be installed shortly in Kansas City, Kansas. A third one is now under construction at Sunflower Village. James Porter called to say that his champion customer arriving in a Packard used nineteen out of his twenty washers at one time recently. "We are attracting all kinds of customers from ten-year-old kids to a man 89 years old. A few come from as far as fifty miles away. Some use twelve to fifteen washers at a time."

The firm is using as much as one-fourth page ads in their district paper and feature "Launderette Gossip." Sample: "Quotable quote from one of our newly acquired customers: 'I used to think that God's gift to a woman was a man. Now I think it's a Launderette store.'"

A. H. Hildebrand, an ex-service man, has purchased the Help Yourself Laundry featuring seven washers from H. I. Guldner and Fred Cunningham.

F. C. McDowell, Broadway Amusement Co., is back on the job after his hospital sojourn.

Mildred Wade, Brown Music Co. manager, is vacationing in Minneapolis.

Karl Hoelzel is passing out cigars celebrating the recent birth of a daughter. Mildred Nelson, also with United Amusement Co., told of C. H. Earhart, operator of the American Amusement Co. in Leavenworth and H. Slaveley, American Vending Co., Topeka, visiting the firm recently. The remodeling of the front part of the United building has been completed.

Dev Thatcher

* * *

Then there was the White House visitor who jokingly announced he was from Missouri. Ten minutes later he was appointed to the Cabinet.

ST. LOUIS

(Continued from Page 67)

the majority present. Rates under the new plan will be as follows: New machines, $5 front money and a 50-50 split; old or used phonos will draw $2 front money. Split for these machines is calculated according to type of location.

Abe Jeffers, one of the city's leading operators, feels that this is one of the most forward steps taken by the Association to date. Abe reports that location owners were demanding more and more until an operator was practically working for nothing. "Under this new plan everyone will be assured of a fair return on his investments," Abe concluded.

The Morris boys are making a family affair of remodeling. Lou Morris of Morris Novelty, recently moved into his new offices on downtown Olive St. Not to be outdone, Joe Morris, Lou's brother, and his son Walter are rushing to completion their new location on Delmar only a few blocks away from Lou. These two establishments will be the most modern of any in the city.

Harry Sigel, Acme Novelty Co., is all hopped up about the convention in February and can't talk of much else at present. Harry expects to spend three or four days attending to business and pleasure. Mrs. Sigel will accompany Harry.

Someone or somebody must have been reading wild tales about the huge takes of operators, for John Gazzolo, Star Novelty Co., was greeted by a cracked safe one morning recently. John wasn't too unhappy for the thief or thieves overlooked one pot. He refused to release the amount stolen, but reports it didn't break him by any means.

Ben Axlerod, Olive Novelty Co., went to French Lick, Ind., to attend the Packard Manufacturing Co. convention. Ben is back on the job, loaded with new ideas and dreaming of the day those new machines they are showing will arrive.

Andy McCall, veteran operator of McCall Novelty, has 12 new Rock-Olas he obtained from Ideal Novelty to brighten up his locations. "What more could a man ask for: a loaf of bread, a jug of wine and 12 new Rock-Olas," said McCall.

Bally distributor J. Rosenfeld, was too busy to say much except that more machines are coming through than in many years. He stressed the fact that not only are his deliveries speeding up, but operators are snapping them up as soon as they are uncrated.

Noel Read, Willow Springs, who recently re-entered the business after war service, is faced with competition in his heretofore untouched territory. Stepp and Sons is the firm Noel will have to compete with.

VP Amusement Co. are missing Delbert Veach again. Seems that Del can't stay away from those bright lights of New York City—and who can blame him.

Robert Latimer

Increase Production at Bally

CHICAGO—An additional assembly line has been installed to speed manufacture of Bally's two popular consoles: *Triple Bell* and *Draw Bell.*

In making the announcement, George Jenkins, vice president and general sales manager, declared that "several thousand *Draw Bell* consoles on location prove that the 'Hold-and-Draw' feature has a permanent place in the industry as a strong profit-producer. "Reports from the first *Triple Bell* consoles on location," he added, "indicate earning power far in excess of other console equipment."

NOW DELIVERING . . .

MILLS BLACK CHERRY BELL . . . WRITE

DAVAL FREE PLAY, Counter Game.....$75.00
GENCO WHIZZ, Free Play, with stand.....$189.50
ABT CHALLENGER $65.00
GOTTLIEB GRIP SCALE.....$39.50
FAMOUS ACE COIN COUNTER.....$139.50
EXHIBIT FAST BALL.....$330.00
CHICAGO COIN SPELLBOUND.....$325.00
GOTTLIEB SUPERLINER $322.00
METAL BOX STANDS FOR MILLS OR JENNINGS.....$27.50
UNIVERSAL DOUBLE REVOLVE-A-ROUND SAFE.....WRITE
SILVER KING PEANUT MACHINES & PEDESTAL STAND.....WRITE

PARTS

ABT F.P. Coin Chutes.....$3.75
Coin Chutes for Mills V.P. Bell..... 3.50
Cartridge Fuses, 2-3-5-10-15 Amp. Per 100 ..... 4.00
Nos. 40-44-46-47-55 Bulbs, 6 V. Box of 10..... .80
Nos. 81-1455-1456-1458. Box of 10..... 1.00
Jackpot Glass for Jennings..... 1.00

PARTS FOR YOUR MILLS SLOTS

Main Clock Gears (Owl 75-B). $2.50
Short Pinion Idler Gear (279CSP). 1.50
Jackpot Glasses 1.00
Reel Glasses ..... .50
Escalator Glasses ..... .50
Handle, Clock, Main Springs. Ea.. .25

Write for complete list: Parts and Reconditioned Equipment of all kinds.
TERMS: 1/3 DEPOSIT, BALANCE C.O.D.

AUTOMATIC COIN MACHINES & SUPPLY COMPANY
4135-43 Armitage Ave., Phone Capitol 8244 Chicago 39, Ill.

Affiliate Office — IOWA STATE SALES CO.
567 Seventh St., Des Moines 9, Iowa

Lots of Activity At Badger Sales

LOS ANGELES—Bill Happel, of Badger Sales, is a busy man these days but not so busy that he can forget old friends. A few days ago he made a trip to San Diego, in company with Harold Presher and some other operators, to see Art Dawes, who is confined at the Mercy Hospital. Dawes, in critical condition. was much benefitted by seeing and talking with old friends and associates.

While in San Diego, Happel closed several deals.

The move of Badger Sales to the new building at Pico and Arapahoe is expected to be made about December 1. Meanwhile, the firm's staff has been increased to 16 people by the addition of S. L. Warlick as office manager and Jimmie Lyons who will be in charge of the *Super Bell* and other Keeney products.

Friends and customers of Badger Sales who recently have dropped in the showrooms include: I. B. Gayer, San Bernardino; Roy C. Jones, Jr., Inyokern; Durval F. Nowka, San Bernardino; G. W. Wheeler, Wheeler Ridge; Ted Brown, Bakersfield; S. W. Ketchersid, San Bernardino; L. M. Manweiler, Shafter; Jack Keces, Los Angeles; G. C. Oakley, Los Angeles; Orville Kindig, Long Beach; M. L. Christiansen, Long Beach; Alex Koleopulos, Bakersfield; J. M. Maichele, Lucerne Valley; Lowell Ayers, Inglewood; and Scott Dreyer, Whittier.

Triple Bells Popular

LOS ANGELES—"It's one of the most popular machines we've had the privilege of offering from Bally in a long, long time," declared Paul A. Laymon in speaking of the operator response to the new *Triple Bell*. "The game gives absolutely no mechanical trouble on location and the play holds up exceptionally well. *Triple Bell* is truly Bally's answer to the problem of how to step up earnings to keep pace with higher operating costs."

Other popular Bally products now being featured by Laymon include the new *Draw Bell* and a five-ball novelty game *Midget Racer*.

And, incidentally, the Laymon organization is now Paul A. Laymon, Inc.

Picket N. J. Phono

NEWARK, N. J.—Picketing of hotels, restaurants, industrial plants and similar places won't make a person bat an eye these days. But a line of marching men picketing an automatic phonograph was something for the natives to see.

The International Brotherhood of Electrical Workers, Local B-1477, arranged it for the front of George Pallitto's Mayfair Club, here, when the owner decided to buy his own phonograph and play his own records, replacing one whose operator had a union servicing contract.

Pallitto said he wasn't "trying to break the union. I just didn't like the machine the company gave us."

After a couple of hours, though, Pallitto told the picket line, "Tell your boss to give us a decent machine and I'll return the one I bought." The club owner added that he didn't want customers to think the bartenders were on strike.

Coin Theatres Planned

NEW YORK—Five hundred coin-operated theatres, holding 400 feet of 16mm silent film—consisting of four 100-foot or eight 50-foot subjects—is on the planning board of Capitol Projector Corp.

The 100-foot film, mainly comprised of news and cartoons, will run for two minutes.

CMI Offers Products To President's Daughter

CHICAGO—The Coin Machine Industry's public relations efforts are no longer confined to back room siestas and word-of-mouth laudations. Under the guiding genius of CMI's new Public Relations Chief, James Mangan, its drive to educate the consuming public knows no limitation. The program has even reached the White House.

Recently, Mangan wrote a letter to Miss Margaret Truman, in which he referred to coin-operated machines as "one of the most popular industries in America." He offered Miss Truman an opportunity to own some of the Industry's products with which she could entertain her personal friends in the White House.

"If there is a recreation room in the White House," Mangan wrote, "I feel sure that we could induce many members of the coin machine industry to compliment you by furnishing you with the necessary equipment to make possible the nicest room of its kind in America . . . We want you to know that the coin machine industry gives employment to 1,500,000 people and furnishes happiness and pleasure to close to 80,000,000 people every week and we consider it an integral part of American life."

Mrs. Truman's secretary replied that Miss Truman was absent from the White House at the time. While appreciating the offer, the secretary regretted that it would have to be declined as there is no recreation room in the White House, or any available room which could be used for such a purpose.

New Columbia Outlets

NEW YORK—Columbia Recording Corp. brought its total number of distributors to 51 with the appointment of the Larson Co. of Fargo, North Dakota, and Home Appliance Distributors of Little Rock, Ark.

The Larson Co. will cover North Dakota, 15 counties in Minnesota and 16 counties in Montana.

Home Appliance Distributors replace Woodson & Bozeman of Memphis in serving 64 counties in Arkansas; the new distributor also takes over four counties in Oklahoma from Miller-Jackson Co., Oklahoma City, in addition to Bowie County, Texas, formerly supplied by Southwestern Co. of Dallas.

Taksen Takes Partner

PHILADELPHIA—Jack Brandt, former Philly operator, has bought a partnership in Leon Taksen Co., distributing firm. Leon Taksen announces expansion of the company's game line as well as modernization of its offices.

FOR SALE!

Used Super Bells in perfect condition and look good, already crated for shipment. Special Price..... $ 169.50
Brand new rebuilt Baker's Races, never been uncrated..... 249.50
Slightly used rebuilt Baker's Races, looks like new..... 199.50
Slightly used rebuilt Evans Bang Tail, looks and runs like new.... 149.50
1—Mutoscope Voice-O-Graph, with 35c slots, used only two weeks, location closed—Sacrifice Price..... 1,295.00

N. O. BLEDSOE
816 West Elm — El Dorado, Arkansas

Automatic Vending

THE INDUSTRY'S FIRST PUBLICATION
DEVOTED EXCLUSIVELY TO AUTOMATIC VENDING

In This Issue:

- ★ If You're Not A "Get-Rich-Quickly" The Scales of Profit "Weight" For You
- ★ New Gas Pump Adaptable For Manual and Automatic Use
- ★ Twenty Years Ago . . . And Today. (Candy Vending HAS Changed!)
- ★ Serious Threat to Nickel Bar Looms as OPA Decontrols Candy
- ★ Anticipated 1/2-Cent Increase in Jan. Greeted by Cig Trade With Mixed Feelings

To Be Published Soon . . .

1947 SOURCE BOOK OF The COIN MACHINE INDUSTRY

- **A RELIABLE GUIDE TO EVERY MANUFACTURER AND SUPPLIER OF VENDING EQUIPMENT AND VENDING MACHINE MERCHANDISE**

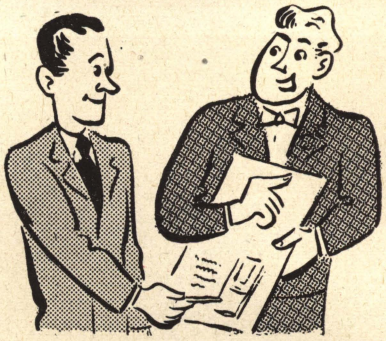
December, 1946

Just Say "THE NEW DuGRENIER"

SPURNS

When Mr. Operator laughed at good advice and stuck to machines out of the past he found that not being up-to-date was expensive . . . Price Changes and Tax Problems had him down — repair bills soared . . . profits crashed!

LEARNS



The astounding revolutionary, new DuGrenier Challenger shows him the light as he analyzes its streamlined beauty, many exclusive features, including the special patented mechanism that operates on any combination of nickels, dimes and quarters.

EARNS

No deadwood any more. Every DuGrenier making steady, big profits. Now he's in business to stay—and to stay with DuGrenier Challengers for a long time to come!

DuGRENIER, INC. 15 HALE ST., HAVERHILL, MASS.

America's Foremost Manufacturer of Automatic Merchandisers

Automatic Vending

THE INDUSTRY'S FIRST PUBLICATION DEVOTED EXCLUSIVELY TO AUTOMATIC VENDING

★ ★ December, 1946 ★ ★

Western Union Has Coin Device to Send Wires

NEW YORK—Western Union has developed a coin-controlled sending machine, operated by Telefax, the company's method of automatic facsimile transmission. At present it is in the experimental stage and has not been used commercially.

With this machine, it is possible to transmit automatic facsimiles of messages, drawings, photographs, or printed matter, with the exact replicas of the original copy being received at the destination.

"A message dropped in the slot of a Telefax machine by the customer," says George P. Oslin, publicity director of Western Union's main office, "will be automatically transmitted in facsimile to a central office as soon as the required amount in coins is deposited. The machine is equipped with a coin changer.

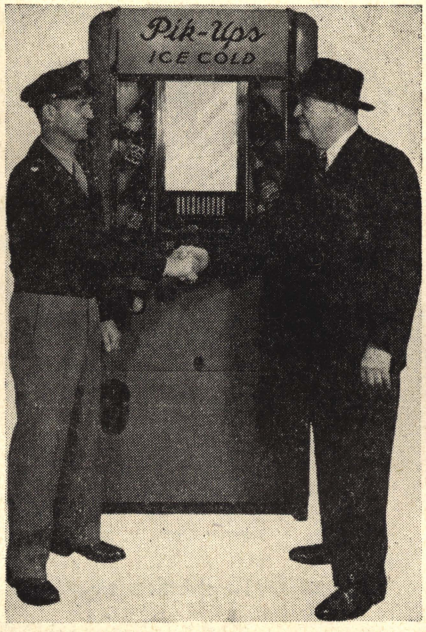
"Our plans for utilizing this particular model of Telefax transmitter are indefinite," Oslin told THE REVIEW. "However, we are continually expanding our use of facsimile transmission because of its absolute accuracy and time-saving advantages, and the time may come for coin-box operation to be provided for public use in sending telegrams."

Annual Award Presented By NAMA; Directors Elected

CHICAGO—At the final convention session, NAMA President Robert Z. Greene presented the automatic merchandising industry's first annual award to P. Lorillard Co. for being the first major cigarette manufacturer to include mention of merchandise vending machines in its national advertising, thus contributing inestimably to the industry's progress.

NAMA's incumbent officers were re-elected: Greene, president; Elmer F. Pierson, vice-president; and L. D. Chambers, treasurer.

The following were voted to the Board of Directors: Nathaniel Leverone, Automatic Canteen Co. of America, Chicago; W. G. FitzGerald, International Ticket Scale Corp., New York; Ford S. Mason, Ford Gum and Machine Co., Lockport, N. Y.; E. V. Morava, Mills Automatic Merchandising Corp., Long Island City, N. Y.; Paul W. Kimball, American Locker Co., Inc., Boston; J. Renz Edwards, Cigarette Service Co., Kansas City, Kan.; J. Sidney Jones, Southern Venders, San Antonio, Tex.; J. B. Lanagan, The Nik-O-Lok Co., Indianapolis, Ind.; R. A. Parina, Messrs. Parina & Co., San Francisco; and B. W. Scheuer, Vendomat Corp. of America, Baltimore.



Lt. Col. C. J. Bayne is back in civilian life as salesmanager of the U. S. Vending Corp., Chicago, and H. T. Roberts, vice president, receives his congratulations on the development of the electrically selective vendor in the background.

NAMA Speech Prominently Mentioned In N. Y. Daily

NEW YORK—In a recent issue of *The New York Times*, the Business and Financial Section devoted more than a half column to report the speech Nathan Cummings, president of Consolidated Grocers Corp., delivered at the NAMA Convention.

The story was headed: "3 Billion Sales Due By Vending Machine." Cummings' key quotes follow: "The conventional retailer admits now that your vending machines are here to stay. They must be shown that automatic vending machines *help* human salesmen and do not *replace* them. . . . The Industry has its eyes on other fields. Perhaps in the years to come there will be machines selling complete lines of frozen foods. It is possible to foresee completely automatic grocery supermarkets and automatically operated service stations. I venture to predict that in the next five years, automatic merchandising will grow more rapidly than in the past *twenty* years. The technology and research of your machine manufacturers are never-ending."

Radio Show Eulogizes Vending Machine Industry

PHILADELPHIA—"And our tribute tonight is directed toward a young and energetic industry that contributed a man-sized share of help to the nation, when the need was greatest . . . everyone in America is familiar with the handy vending machines that always seem to be placed right at the elbow when you need them most . . . It is a modern industry which manufactures the magic machines that gulp your nickel and speedily deliver the goods into your hands . . ."

Those were the words poured into the ears of thousands of radio listeners by Donn Bennett, M.C. of the "Valley Forge Caravan," a one-hour show over Station KYW.

Bennett also pointed to the enviable record achieved by members of the automatic merchandising industry during the war when they ceased production of coin devices and placed their skill and facilities at the disposal of the government. "Practically every manufacturer within this industry won the high award of achievement, the Army-Navy 'E'," Bennett declared.

Representing Coindom at the microphone were Robert Z. Greene, president of Rowe Mfg. Co. and NAMA, and W. E. Bolen, president of the Northwestern Corp.

Combination Vendor To Be Introduced Soon

PATCHOGUE, N. Y.—Prudential Vending System is now perfecting a combination machine designed to take the place of three or four individual vendors, which will result in simplified operation.

Measuring approximately six feet six inches in width and made of light weight metal and plastic, the machine will have 20 rows of merchandise, consisting of seven columns of cigarettes, three of cigars, three of tinned tobacco, seven candy and two penny merchandise.

When production is sufficient to insure adequate supply, Prudential will introduce them in Long Island and later in northern New Jersey, upper New York state, and sections of Connecticut. The firm will operate the combinations along with its present vending route and will not sell them to the trade at present.

Prudential is now studying a plan whereby location commissions would be paid in the form of a flat monthly or yearly rental instead of a percentage basis. Cash box take will not be counted at the location because all machines will be equipped with counters to register receipts. The company feels that this method will not only save time but bookkeeping as well.

New Profit Opportunity for Vending Operators

Cigars now take their natural place in automatic merchandising—and it's easy to see the profit-angle for any operator, with this . . .

ALL CHROME PLATE AUTOMATIC 10c CIGAR MERCHANDISER

Alive with eye-appeal and sales-appeal. Amazingly compact—needs only 30″x6″ wall space . . . or, on its special stand, 1 square foot floor space.

Locations of this small size are open to you all along your regular route—alongside of cigarette machines . . . at end of a bar or lunch counter . . . in other strategic selling spots where men go.

Be the first to offer this new profit-maker in your territory. Step up your profits on present stops. Servicing is simple, and taken in the stride of your regular re-fill calls.

Immediate deliveries. All the cigars you want, too. Hundreds on location in tested territories prove all you want to know about profit of operation. Contact your local distributor, or write direct.

AUTOMATIC DISTRIBUTING CORPORATION OF AMERICA

404 Broadway, Newark, N. J.

***Manufactured by* AMITY Manufacturing Corp., Perth Amboy, N. J.**

Approved by U. S. Internal Revenue Dept.

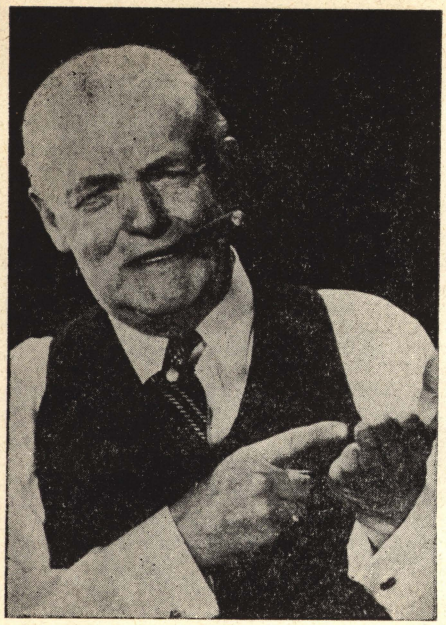
OPERATORS' PRICE

$44.50 F. O. B. Newark, N. J.

DISTRIBUTED BY

The Nickabob Company

LOS ANGELES **FRESNO**



It's A Fact!

"MORE MEN ARE SMOKING CIGARS TODAY THAN AT ANY TIME IN OUR NATION'S HISTORY"*

*Substantiated by the leading tobacco journals.

Garner Your Share of This Lucrative Market with the

ALL CHROME PLATED

AUTOMATIC 10c CIGAR MERCHANDISER

We are happy to be able to offer this new merchandiser to our hundreds of vending machine customers in the West. Utilizing a minimum of space, this vendor returns a maximum profit on a small investment.

Neat, compact and packed with eye-appeal and sales appeal, the AUTOMATIC 10c CIGAR MERCHANDISER is a welcome adjunct to your vending operations. And, what's more—no merchandise shortages! Ample cigars of the finest quality are available for operators of this particular unit. Let us tell you more.

The Nickabob Company

NICK CARTER

NICKABOB COMPANY
2525 West Pico Boulevard
Los Angeles 6, California
FAirfax 1107

NICKABOB SALES COMPANY
602 Fulton Street
Fresno 2,
California

If You're Not A "Get-Rich-Quickly," The Scales of Profit "Weight" For You

This is the Fourth in a Series of Studies on Coin-Operated Service Devices.

If you're looking for a coin-investment whereby you unzipper $10,000 to $100,000 and in a year or two pay for your equipment and ride the currency crest in high style, then scales are not for you.

But if you're interested in a steady, reliable source of income by operating stable equipment which is here today and will be here fifty years from now—equipment whose gross has mounted the coin ladder in slow healthy steps during the past 15 years—then this is pay dirt for your pasture.

By working no more than four days per month, you can handle 100 scales as a sideline to present holdings and net more than $4,000 a year; this includes depreciation of equipment over a 20-year span. One man can operate 800 scales on a full-time basis, without requiring a helper, and clear $24,000 per year.

One of the largest operators in the West, whose holdings encompass 2,000 weighing machines on location, and whose expansion plans call for an additional 1,000, nets $4.80 per scale per month. "In 1931," he told THE REVIEW, "our scales were averaging $4.17 a month; the jump from $4.17 to $4.80 is not traceable to war prosperity but rather to a gradual year-by-year increase brought about by growing population, more tourists, and more people being conscious of their avoirdupois."

There are five types of scales: (1) personal weighing; (2) fortune (furnishes both weight and fortune); (3) "Guess Your Weight"; (4) horoscope or astrology; (5) ticket (one side shows weight, other either fortune or picture of celebrity.)

"I would say that a well-balanced route should be comprised of 90 per cent of the first type and ten per cent of the remainder," says an operator of 20 years' experience.

The personal machine has a number of advantages: it requires practically no servicing; it is smaller and needs less floor space, and is not liable to obstruct merchandise on display or choke entrances to establishments. For example, a good location is the foyer of a department store. A personal scale is small enough so that patrons do not knock it over in their rush to shop, yet is located in a strategic spot to garner good gross. Because there are no tickets involved and because the mechanism is so simple, collection and service can be made twice yearly and the machines can be spread out over a radius of 1,000 miles without undue travel or inconvenience. This type is the "old reliable"—good everywhere, with other kinds used principally for their novel appeal and to stimulate flagging interest in the standard device. The cost is the lowest of the five classifications, averaging $100.

Type Two entails a shutter which opens to the fortune, set in a wheel and containing 25 to 500 answers to questions. The public likes variety and in order to eliminate the monotony of repetition, wheels should be changed every 60 days. There are more parts to this machine and that means more maintenance. Due to the necessity of changing wheels, twice as much time is spent on a collection call. Average cost is $125.

The "Guess Your Weight" scale is larger and therefore more difficult to place. The mechanism is intricate and sensitive. Rough customer handling results in a heavy service load. Instead of the automatic "drop" chute, this type requires a "slide" or "push" chute; in turn, this makes the machine more vulnerable for "out of order" signs. Youngsters seem to take delight in bending chutes, jamming toothpicks and paper into them, and generally crippling the coin-intake slot. Because maintenance is prohibitive, many operators have converted their "guess" scales to straight weight. Cost of the machine is about $160.

The horoscope and fortune scales necessitate an added operating expense: printing of tickets, which aggregates eight to ten per cent of the gross proceeds.

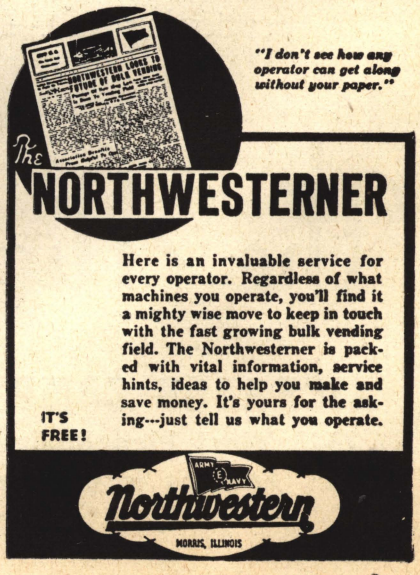
Principal advantage of the horoscope type is that it has greater earning capacity than a straight weight scale. Disadvantages: it requires electric current to operate and in many locations outlets are shut off at night. Of the large size, it is therefore more difficult to locate. Also, if tickets jam or empty, service calls increase. An insert of pasteboards is good for 3500 beam tips. The horoscope machine has an added mechanism: one to vend tickets. Average cost is $160.

The fortune scale also requires tickets and a mechanism to dispense them. Some machines operate electrically, others automatically. Gross is higher than the straight scale. It's chief appeal is that customers—particularly the bulky ones—can check their weight without sharing the secret with snickering passers-by. With this item, poundage becomes a private affair. Cost runs in the vicinity of $250.

The slogan of communication networks, "Accuracy First," also applies to scales. While on the collection rounds, the route man should check the scales with his own

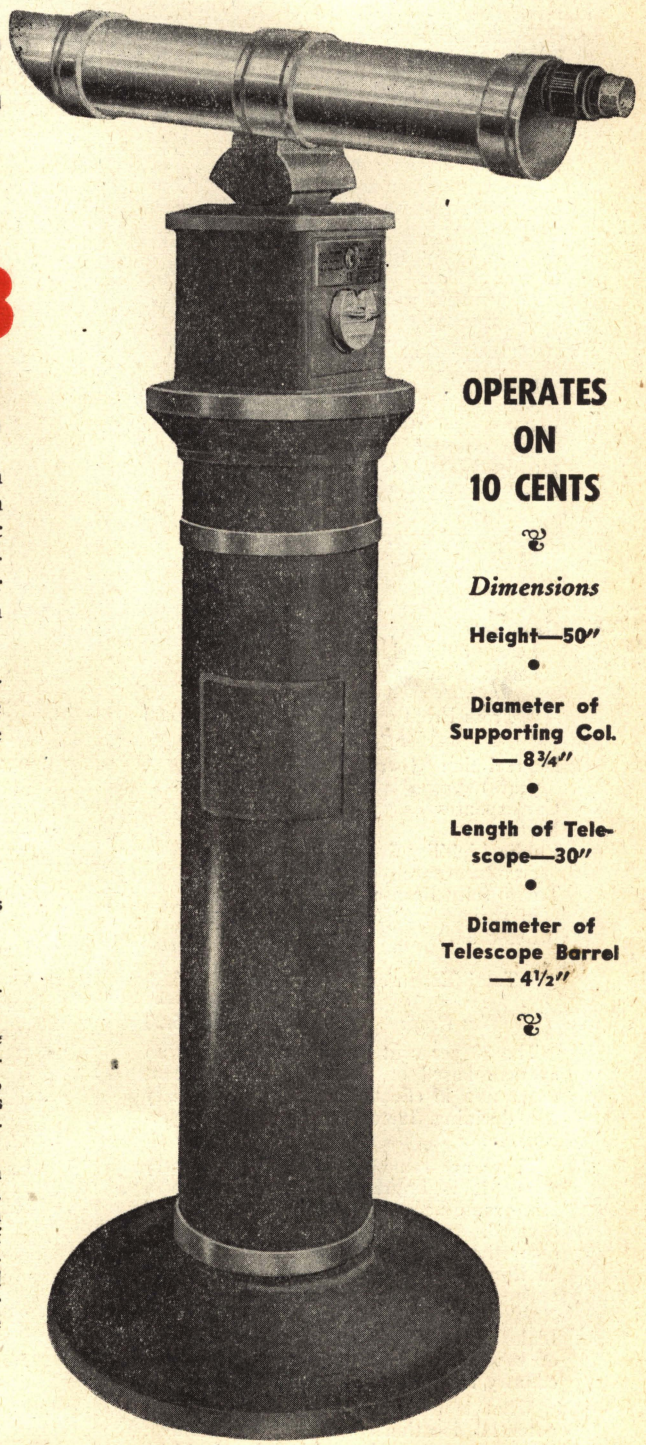
(See SCALES, Page 82)

SECURITY
famous DUO LOCKS
More Duo Locks are installed on coin operated machines than any other quality lock.
THE ILLINOIS LOCK COMPANY
808 South Ada Street, Chicago 7, Illinois


"I don't see how any operator can get along without your paper."
The NORTHWESTERNER
Here is an invaluable service for every operator. Regardless of what machines you operate, you'll find it a mighty wise move to keep in touch with the fast growing bulk vending field. The Northwesterner is packed with vital information, service hints, ideas to help you make and save money. It's yours for the asking---just tell us what you operate.
IT'S FREE!
Northwestern
MORRIS, ILLINOIS

Tomorrow's BIG OPPORTUNITY *is here* TODAY!

Consistent Profits
FOR YEARS TO COME
Are Yours With The
GIANT Model C-3
COIN-OPERATED TELESCOPE



OPERATES ON 10 CENTS

Dimensions

Height—50″

Diameter of Supporting Col. — 8¾″

Length of Telescope—30″

Diameter of Telescope Barrel — 4½″

Here is a brand-new coin-operated telescope built by veteran Coin Machine Men and thoroughly tested and proved over three years on locations in various parts of the West. Combining a fine telescopic instrument, with rugged durability to withstand every weather condition and customer abuse, the C-3 will give faultless operation for years and years to come and prove a consistent moneymaker in thousands of spots throughout the nation and world.

Coin-Operated telescopes provide a permanency feature not prevalent on other types of equipment. Once installed they will continue to earn substantial profits for years and years. Where may they be installed? Anywhere a view is provided. For example:

Summer Resorts	Ski Runs	Air Ports
Winter Resorts	Valleys	Hotel Verandas
Mountains	Piers	Country Clubs
Beaches	Excursion Boats	Observatories
Canyons	Yacht Harbors	Sky Scrapers
National Parks	Lakes	and all local scenic wonder spots

MECHANICAL SPECIFICATIONS

COIN CHUTE & MECHANISM: Advance coin detector proven over 20 years. Rugged and almost impossible to jam. Mechanism designed to insure continuous operation without annoying service calls. Proved on location tests over past three years.

FINISH: Unprecedented eye appeal. Telescope tube and coin detector of heavy chromium plated brass. Heavy duty eye-piece finished in black lacquer enamel with brass trim. Body and base finished in marine paint and varnish to withstand all weather conditions.

CONSTRUCTION: All main parts are heavy machined brass throughout. Built to withstand rust and take terrific beating.

INSTALLATION: Base may be easily sunk in concrete. Or for installation on regular flooring, or planking, base may be secured with heavy bolts with heads concealed within the telescope base. Simple and easy to install.

OPERATION: Insert dime in coin chute, turn to right—and release. That's all there is to it. This operation opens shutter and sets clock. At end of set time the shutter closes and additional coin must be inserted for added time. Timing device can be set for any amount of time from ¾ minute to 3 full minutes.

IMMEDIATE DELIVERY!

WRITE - PHONE - WIRE FOR PRICES TODAY!

MANUFACTURED BY

COAST INSTRUMENT COMPANY

415 W. Seaside **Phone: 670-339**

Long Beach 2, Calif.

SCALES

(Continued from Page 80)

weight, making sure the balance is resting on zero. For a more minute check, he uses six 50-pound weights, which are standard equipment for any scale operator. The Bureau of Weights and Measures, through city, county or state offices, gives scales on location the same test of exactitude as meat or produce weighers.

Let's make a brief stop-over at the profit counter. Retracing our word path to Paragraph Three, you will note these figures: $4,000 a year on 100 scales, $24,000 for 800. If 100 net $4,000, you are probably wondering, why isn't the profit from 800 eight times as much, or $32,000? The reason is that revenue from a large route drops about 25 per cent because of intermingling of good and poor locations, thus bringing the average down. Spots on a 100 machine circuit are usually meticulously selected for their high revenue potential.

A veteran scaleman has set up the following annual profit chart for a 100 scale route:

Investment		
Cost of Scales:		
90 personal weighing	$9,000.00	
10 other types	1,500.00	
Counter for weighing pennies. (This saves hours of individual counting)	15.00	
Weights (six fifty-pounders)	60.00	
Misc. Spare Repair Parts	50.00	
Hand truck for loading and unloading scales from service car	10.00	
	$10,635.00	
Revenue		
Gross receipts	$7200.00	
Less 30% location commission	2160.00	
Gross Profit		$5040.00
Expenses		
Depreciation (over 20 years)	525.00	
Car expenses	150.00	
Parts	25.00	
Public Liability & Property Insurance	25.00	
Taxes (city license fees in various municipalities differ)	50.00	
Total Expenses		775.00
Net Profit		$4265.00

The 30 per cent commission figure is an average based on the 20 to 50 per cent range now in effect. Competition is usually the deciding factor in determining percentage.

There are some sections of the country where it is impracticable to plan on a large route because good locations are well covered. Areas which have reached near-saturation are the New England states, California, and Illinois. Ample room for expansion is discernible in the Pacific Northwest (Washington, Oregon, Montana, Idaho), the Mid-West (excepting Illinois, of course), and the southern end of the country ranging from Texas to Florida.

What is the criterion in determining a potential location's value? Three things: If there are people waiting for facilities (railroad and bus depots, airports); if there is an abundance of transient trade (hotels, resort towns. Folks traveling are more conscious of their weight; at home they follow pretty much the same routine so there is little change. Vacationers usually become victual-happy and the brisk outdoors brings out appetites and abdomens; they are particularly good customers); if there is a heavy volume of foot traffic.

Ace-high spots include drug stores, recreation centers, department stores, ice cream parlors, 24-hour restaurants, hotels, resort towns, theatres having both matinee and evening performances, men's rest rooms, 5c and 10c stores, large cafeterias. Men's rest rooms are listed above—why not women's?

"It's a strange thing," a perplexed weighman told us, "but men's rest rooms outgross the ladies two to one. I'm not sure but I think it's due to the fact that traffic is heavier in the men's room; either that or the little lady is so used to having the fellow pay for all costs on a social engagement, that she won't put out the coin; force of habit, you might say."

Mediocre or average locations include markets, neighborhood theatres (who usually have evening performances only), medical and dental buildings, office buildings, banks, industrial plants and small restaurants.

In the "questionable" category are cocktail bars, taverns, barber shops, beauty parlors, gas stations, shoe shine parlors, or any establishment where turnover in patronage is slow and attendance is small.

Scales do not contain slug rejectors. How badly are they clipped? Not more than one per cent of the gross is "phony" and inasmuch as no merchandise is vended, the loss is practically unnoticeable and is more than made up by occasional nickel and dime insertions.

An old-timer in the business declared that five per cent of his gross receipts consist of nickels and dimes.

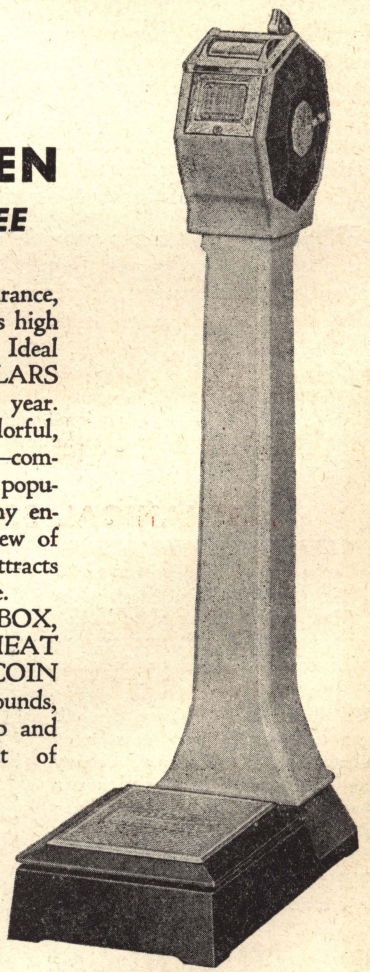
It is the old old-timer who can remember the days when gold pieces found their way

NOW DELIVERING!
THE
Ideal Aristocrat

✓ TRIED
✓ TESTED
✓ PROVEN

FIVE YEAR GUARANTEE
Priced Right

Modern in design, appealing in appearance, and convenient in size (only 45 inches high and 12 inches at the base), the Ideal ARISTOCRAT will earn you DOLLARS FROM PENNIES for year after year. Will fit any type of location. Colorful, smart appearance and the secret dial—combined with proven accuracy—makes it popular with all ages. Fits snugly into any environment without obstructing the view of merchandise and at the same time attracts use through its distinctive appearance. Features FOOL PROOF CASH BOX, ACID PROOF PORCELAIN, CHEAT PROOF and TROUBLE FREE COIN CHUTE. Weighs from 1 to 300 pounds, one pound at a time. Workmanship and material approved by Department of Weights and Measure.



THE IDEAL ARISTOCRAT WILL GIVE YOU LIFETIME SERVICE

"Some of my Ideal scales have been on the same location 15 years."—*I. D. Corp., New York City.*

WRITE - WIRE - 'PHONE

IDEAL WEIGHING MACHINE CO.

Established 25 years in Coin Weighing Machine Business

1012 West 43rd Street, Los Angeles 37, California

into the cash box. A woman in San Francisco carried a $2.50 gold coin (which is only slightly larger than a penny) as a keepsake, and one day she inadvertently slipped it in a scale. She called the operator and said, "I'm not leaving this machine until you come and get my keepsake back." The operator, after checking the collection container, traded it to the lady for a penny.

Present scale trends are toward small machines with smooth edges, larger coin slots, and more attractive cabinets. The day of the small slot is buried in the ashes of the past because recent experience has shown that a larger intake hole (big enough to take a nickel and not backward about swallowing same) has increased revenue 25 per cent.

Vendors Help Milady Acquire Face You Love to Love

KANSAS CITY, Mo.—Gone are the days when La Femme La Charme scurried into the rest room emitting the age-old breathless exhalation, "My face is simply a mess!" and either touched up her countenance with fresh makeup or removed existing makeup with cleansing tissue and re-applied.

With the vended packet now being distributed by Peerless Sales Co. of this city, which contains a tube of all-purpose face cream and tissue, the ladies can do a thorough freshening job and so point up their skin smoothness that they will become practically irresistible.

The beautifier operates on dime play.

Vendor Reconditioners

CHICAGO—A new firm, specializing in reconditioning of all types of vending machines, has been formed here by Robert Bloom and Larry Solomon and quarters, consisting of 3,500 square feet of floor space, have been set up at 5351 West Belmont St.

In addition to stocking a large assortment of parts and mechanically renovating machines, the firm will by-pass the usual dry-spray finish renewal in favor of a hammerloid finish. This operation involves infra-red drying and baking after spraying, which results in a hard lasting exterior.

Shipman's Deluxe

TRIPLEX POSTAGE STAMP MACHINES

•

NEW! DIFFERENT!

$39.50

•

IMMEDIATE DELIVERY

—— SEE ——

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

Announcement

In order to more thoroughly serve the vending machine industry,

RELIABLE NUT COMPANY'S

Vending Machine Manufacturing and Vending Machine Supply Departments are now operating under the new name,

ADAMS-FAIRFAX CORPORATION

Same address—Same personnel

Specializing in this manner will enable us to render better quality and service than ever before.

ADAMS-FAIRFAX CORPORATION

5721 West Jefferson Boulevard

LOS ANGELES 16, CALIFORNIA

VICTOR'S Model "V"—Cash-Tray 5c Vendor—"Teeny" Almonds—Charms

CASH TRAY

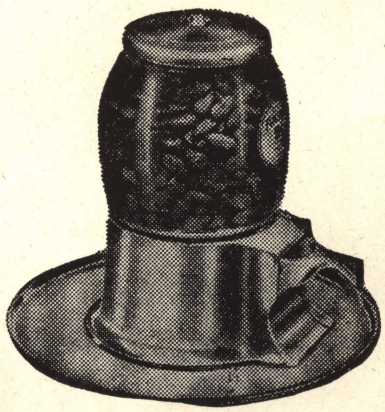
THE

5c

ALMOND VENDER

IS SWEEPING THE COUNTRY LIKE

WILD FIRE!



Sets right on the bar and slides from one customer to the next, resulting in sales of 600 to 800% greater than a stationary machine.

Price in lots of 100

$9.50 each

DISTRIBUTORSHIPS STILL AVAILABLE IN MANY AREAS

Inquire immediately about attractive deal

ADAMS-FAIRFAX CORPORATION

5721 W. JEFFERSON BLVD.

LOS ANGELES 16, CALIFORNIA

New Gas Pump adaptable For Manual and Automatic use

NORTH HOLLYWOOD—It stands unpretentiously in a corner of a garage a few miles from Van Nuys. A quick glance-over and you think: "It's a gasoline pump, one of thousands used by service stations throughout the country."

Well, not quite. A second look and you notice three coin chutes extended from the side: for dimes, quarters, and halves.

You remove the sidings, and you find yourself gazing at a revolutionary gas-dispensing device into which has been poured 15 years of grueling research, experimentation, and bales of currency.

The man who nurtured this brain child to maturation is L. W. Davis, a 66-year-old ex-sales executive. In 1929, when the crash that was heard 'round the world exploded in the faces of millions of Americans, Davis pulled out from under with $20,000 and a home. He wanted to get into some kind of small business. "Buy myself a job," is the way he puts it.

The following year a broker interested him in a coin-operated gasoline pump fathered by a man named Smith. Davis bought in. For the next several years the pump was torn between the work bench and the courts, and in the ensuing litigation, Davis was given outright possession of the patents.

Smith had built two working models, but they were only 50 per cent efficient. In 1935 Davis constructed a third and improved model. For six months he worked with a brilliant German engineer toward its perfection, and at the end of that time the engineer threw up his hands and said, "It can't be done. We're licked."

Main difficulties concerned the gear at the bottom of the unit which threw the dial off and the flat disc which gauged measurements inaccurately. Another sore spot was inability to prevent pressure from "coasting" the machine when the gasoline should be shut off.

Davis carried the ball through the obstacle course. He conceived the idea of building a skirt on the disc, and from this flash of inspiration was born the rotating drum, moving in axial direction, with a large number of sockets into which were inserted trigger operating pins to regulate the amount of gasoline dispensed. This eliminated gears and cams, simplified the mechanism, and placed quantity dispensing on a soundly practicable basis.

The "coasting" difficulty was overcome by employing a positively operated valve which opens in conjunction with the closing of the circuit through the control switch and is automatically closed at substantially the time the switch is open so that at the instant the current of the electric motor is opened, the valve closes and prevents any further dispensing of the gasoline which might occur by the coasting rotation of the motor or by a built-up pressure in the pump. Thus accurate dispensing was assured.

While there is a coin rejector built into the machine, there is no coin changer. "None is required," Davis explained. "We figured that folks would have either a dime, quarter or half dollar in their pocket, and the pump is regulated to dispense a dime, quarter or half dollar's worth at current prices."

In small stations where there is only one attendant the pump can stand in as a "relief operator" when the servicer goes to lunch or dinner, and can be reverted to manual operation when he returns. The change-over from automatic to manual entails removing a hand hole plate in the housing and pulling on the link which is connected to a lever.

The pump's most universal use, however, will no doubt be after midnight when most stations are closed and the motorist whose gauge dips toward "E" can receive succor for his wheezing tank.

Here is the way a typical coin pump works: The motorist jingles his change and plucks out a dime and quarter. He inserts both coins, each in their proper slot, and pushes down on a hand lever. The dime goes into the cash box, and the machine is set; the quarter remains in position. He removes the hose, takes it to his car, inserts the nozzle. After pulling the hose taut, he triggers.

A meter furnishes the power which causes the circular drum to revolve and brings it in contact with the size lug which is set at the ten-cent portion. When the exact quantity corresponding to ten cents' worth has passed through the meter and actuated the register, the register causes the electric switch to open and thus stops the motor, the meter, and the flow of gasoline.

Another push on the lever releases the quarter and starts the operation once again. In the event there is a plurality of coins inserted, the lowermost coins are discharged first, the remaining coins being retained until all of one value have been utilized.

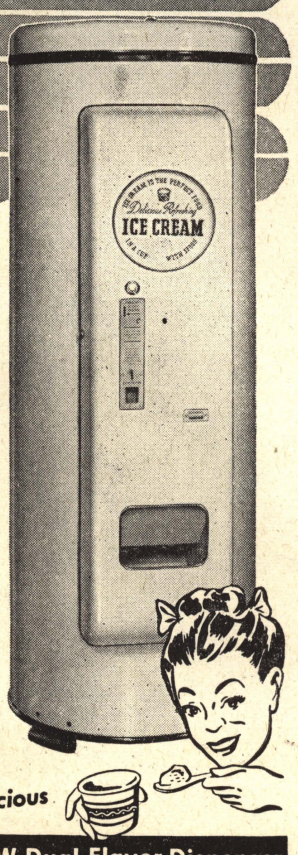
One of the major features is the mechanism for changing the price value so that different quantities of gasoline may be dispensed at any standard price calculated and set on a register. The present machine allows for a price range of five to 40 cents a gallon, graduating in one-half cent values.

As one gallon contains 231 cubic inches, the periphery of the drum is marked with vertical lines, 231 of which are drawn on the complete periphery of the drum. A rotation of the drum from one line to another represents one cubic inch of gasoline. The drum is designed to rotate ten times to dispense ten gallons; it is therefore marked with a series of horizontal peripheral lines, and as the drum moves downward, passing from one horizontal line to another in rotation, one gallon is dispensed for each horizontal line. An initial or starting vertical line is established on the drum and calculations are made as to its rotation so as to dispense gasoline in accordance with the price. Threaded sockets in the drum are numbered, the numbers are impressed on the drum, and a chart is made (usually inserted inside the window of the cabinet); this enables the attendant to place studs in their proper sockets in accordance with the price of the gasoline.

Four-fifths of the mechanism consists of standard pump equipment: meters, air locks, dial, etc. Davis's working model stands six and a half feet in height; it is 20 inches at the base and 15 across the top. Of course, the unit can be compressed or

(See GAS PUMP, Page 86)

FOLLOW THE LEADER!
Revco ICE CREAM VENDING MACHINE



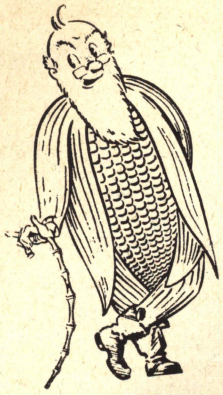
You are looking for profit leaders in 1947. Consider the proven Revco for Fast Turnover . . . for Easy Servicing . . . A PROFIT Leader. Write for details.

Watch Revco's January ad for an announcement of real interest to operators and ice cream dealers.

Revco INC.
DEERFIELD • MICHIGAN

m-m-m it's delicious

See January ad for Revco's NEW Dual Flavor Dispenser



T.M. REG. U.S. PAT. OFF.

INTRODUCING
'POP' CORN...

You're going to see a lot of this little fellow. He has many new merchandising ideas for his automatic, popcorn vending machine that mean PROFITS to you. You'll soon be hearing him on the air, too. Get acquainted . . . wire or write today!

★

'POP' CORN SEZ:

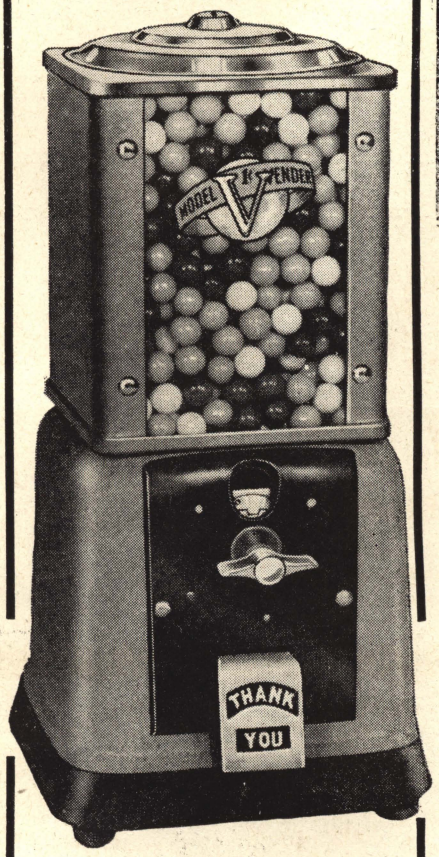
MY VENDORS ARE BEING DELIVERED NOW!

Here's the opportunity you've been seeking: an automatic, motor-driven, coin operated popcorn vendor. Service free! Spectacular! Profitable! One man can operate up to a hundred of these machines on a route. Some operator's territories are now producing as high as $1,500 net per month. Pre-popped corn is available and vends in either 5c or 10c bags. Get the facts—don't delay. Contact . . .

T. & C. Co. P. O. BOX 5998 • DALLAS, TEXAS

Victor's Famous MODEL V

The Choice of Thousands of Successful Operators



During the long, hard years of emergency, *Model V* earned new laurels for stability and the ease of adjusting for any available confections.

Post-War Model V, further improved and 5 lbs. lighter, is universal and vends all kinds of bulk merchandise, including Ball-Gum. - - NO ADDITIONAL PARTS NECESSARY!

Model V DELUXE CABINET TYPE is built of steel and has transparent plastic front, making it exceptionally strong and durable for those rugged locations.

EXCLUSIVE DISTRIBUTORS FOR CALIFORNIA, OREGON, WASHINGTON

ADAMS-FAIRFAX CORP.

5721 West Jefferson Blvd.
Los Angeles 16, California

GAS PUMP

(Continued from Page 84)

extended as the pump manufacturer desires.

It is possible to build a small auxiliary unit to a present-day manual pump, attachable to the main housing, which will enable the unit to operate by coin, thus obviating the necessity of building an entirely new pump. The machine is also adaptable for other types of liquid.

The Bureau of Weights and Measures has stamped approval on the accuracy of Davis's machine. Inquiries have been received from interested parties in all sections of the country. Industrialists have made offers, but they haven't been enticing enough.

"I don't want to sell it outright," Davis told THE REVIEW. "The Government would take about 80 per cent of it for income taxes, and where would that leave me? I could commence manufacture myself, but at my age it is too big an undertaking. I would prefer to lease the equipment to some reputable concern and draw royalties on the sale of each unit."

Bayne Back With U. S. Vending

CHICAGO—In November 1940, Clarence J. Bayne of United States Vending Corp. volunteered for a year's service with the famous Chicago Black Horse Troop Division.

That "one year" stretched into two, then three, and finally five and a half. Lt. Col. Bayne, who saw service throughout the states and the Southwest Pacific, returns to the firm in time to help ready a patented electrically selective refrigerated vendor, which will be presented to the trade shortly.

* * *

Biography of a four-time widow: She married a millionaire, then an actor, then a preacher and then an undertaker. One for the money, two for the show, three to make ready and four to go.

Reliable Nut's Vending Branch Now Adams-Fairfax Corp.

LOS ANGELES—The various branches making up the vending division of Reliable Nut Co., encompassing manufacture and distribution of equipment and supplies, have been combined to form a separate organization, henceforth to be known as Adams-Fairfax Corp.

The change is designed to accelerate service for vending machine operators and provide even more prompt handling of vendor orders.

Twelve years ago, Monroe and Bernie Shapiro, after extensive experience as vending operators, founded Reliable Nut Co. As the business continued to grow, the owners decided to process and manufacture their own salted nuts and candies in order to maintain an adequate supply for the expanding trade.

The remarkable success achieved by this move prompted the firm to extend its sales facilities to retail outlets. Soon after, their well known "Royal Seal" brand name for packaged goods was adopted.

During the war, Reliable concentrated its manufacturing efforts on canned nuts, peanut butter, and candy bars for the armed forces; several million pounds were shipped to service installations at home and abroad. After hostilities ceased, the company once again directed its efforts to the vending market and decided on the consolidation of all coin equipment and supplies under one firm name as another step in furthering superior service.

Buchanan Returns to Star

ST. LOUIS—J. W. Buchanan, who left Star Mfg. Co., manufacturers of food-servicing equipment and pop corn machines, when war stifled production, has returned to his old post as factory representative.

Buchanan worked for the Sheffield Corp. as service engineer during the interim period.

Now

THE GUM MACHINE THAT HAS EVERYTHING

Model "G.V."

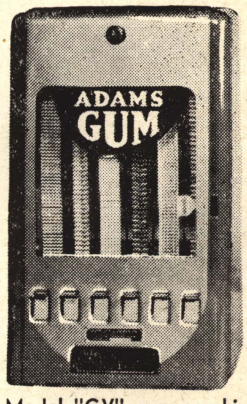
After months of thorough location testing the largest and oldest operators across the country are unanimous in their enthusiastic praise of the Model "GV" as the gum machine that has everything!

Manufactured by DuGrenier for truly perfect operation, Model "GV" provides you with these important profit-making features:

1. **Push-down plungers assure free action to eliminate vandalism.**
2. **Fewer moving parts minimize operating troubles—lower maintenance costs.**
3. **Full visibility of all columns increase sell-appeal.**
4. **Improved, compact coin mechanism.**
5. **Positive locking column weights.**
6. **Completely secure door and door lock.**
7. **Perfect balance. Can't slip. Can't move.**

The new Model "GV"—a long stride ahead in gum machine design and performance—is now in production. Substantial deliveries are now being made to our established customers, with limited deliveries available to new customers.

For full details on the Model "GV"—write TODAY!



Model "GV" gum machine available in combination red and blue baked enamel, chrome-fitted. Size: 17½" high; 10½" wide; 5" deep. Price $24.00 F.O.B. Haverhill, Mass.

THE GUM VENDING CORPORATION

41 EAST 42ND ST., NEW YORK, N. Y.

MAKE MORE MONEY!

GET NORTHWESTERNS

Immediate Delivery

Single Stand

$3.95

F.O.B. San Francisco

Write for Price List

◀ **Model 33**

$10.95

F.O.B. Factory

Model 39 ▶

$12.75

F.O.B. Factory

VIKING SPECIALTY CO.

530 GOLDEN GATE AVE. • SAN FRANCISCO

FREE! **"Happiness" Jumbo Size Key Ring. 50c value, holds 125 keys, 4¼" diameter. Just clip this ad to your letterhead and mail to us.**

Vendors' Assn. Holds Down City Taxes on Penny Machines

LOS ANGELES—Marked success in inducing City Councils to lower taxes on penny bulk vendors is reported by P. N. Sreden, secretary of the Western Vending Machine Operators Association, which meets on the last Tuesday of each month at the Gates Hotel, this city.

Sreden cites the cases of South Gate and Compton. Both towns had passed a tax of $2.00 per machine annually. The Association was able to get this tax reduced to 50 cents. The city of San Gabriel, on the outskirts of Los Angeles, had proposed a tax of $2.00. Upon representation of the Association, the tax proposal was withdrawn.

The Association also has worked out a tax arrangement with the City of Los Angeles which is held to be very fair. The tax is $10.00 for the operator's entire operation, provided his total gross is $5,000. Over this amount, the tax is $1.00 per thousand.

The strategy of the Association is to send its committee to various town councils and, through facts and figures, prove that operators' incomes from penny bulk vendors are less than civic governments are prone to believe.

Hot Nut Vendor Has Outstanding Features

NEW YORK—Immediate delivery of a new hot nut vendor, manufactured by F. N. Industrial Co. of New Jersey and distributed nationally by Automatic Machine Co. of New York, is now being offered the trade.

The machine, set in a gleaming white cabinet, contains the following features: a removable baffle which adjusts the machine to dispense any type of nut; rubber suction cups to grip counter and prevent slipping and marring; a guaranteed heating unit; electrical extension cord for AC or DC current; large money compartment; strong side panel lock; foolproof slug rejector.

A colored bulb on top of the machine flashes on and off, thereby providing eye-catching appeal. Cup capacity is 250.

Record Crop of Some Nuts Does Not Mean Lower Prices

LOS ANGELES—Reports that bumper crops of almonds, walnuts and filberts will result in lower prices for nut venders is without foundation, THE REVIEW has learned. Two factors are responsible for the no-decrease attitude by the trade: (1) Abolishment of OPA ceilings, and (2) short supplies of pecans, cashews and Brazil nuts which serve to create greater demand for almonds, walnuts and filberts and thus keep the supply-demand pendulum from swinging to surplus stocks and lower costs.

The 1946 almond crop, largest in history, is 70 per cent greater than 1945, according to the *Wall Street Journal*. The 1942-1945 average, as revealed by one of the largest processors in the country, was 20,700 tons, as compared to the newly harvested crop of 35,100. Small almonds are best for vending machines because the large size tends to bind the mechanism.

California walnuts total-cropped 63,000 tons, while the Oregon product reached 8,500,000 tons, 23 per cent more than last season.

Filberts, produced principally in Oregon and Washington, hit a record-breaking 8,950 tons, 3,650 more than last year.

WHY COUNT 'EM BY HAND?

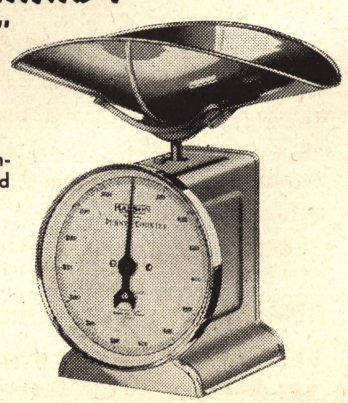
Do as countless other vending "ops" are doing. "Count 'em by the bucketful" with a

PENNY WEIGHING SCALE

Guaranteed accurate to within two to three pennies at full capacity ($10.00). Large calibrated dial figures show you your count at a glance.

Complete with Carrying Case **$16.50**

Order from Your Nearest Office



Badger Sales Co.
1612 W. Pico Blvd.
Los Angeles
All Phones: DR. 4326

Badger Novelty Co.
2546 North 30th St.
Milwaukee
All Phones: KIL. 3030

1946 Candy Sales Total Of $600,000,000 Expected

WASHINGTON—Based on total sales of all candy manufacturers for the first eight months of this year—estimated by the Commerce Dept. at $390,000,000—confectionery experts are predicting a 1946 total of $600,000,000, which would be about 20 million dollars below last year's volume and 38 million dollars below the record-breaking figure of 1944.

During the eight-month period 430,585,000 pounds of candy bars were manufactured, valued at $108,131,000.

The Department of Commerce figures also reveal that nickel bars are being generally trimmed in weight and that the ten-cent bar is making definite progress in the field, inasmuch as 1946's pound production was two per cent less than for the same period in 1945, yet the dollar value was four per cent greater.

Davidson Bros. in New Home

LOS ANGELES—Davidson Brothers auspiciously marked its tenth anniversary in industrial automatic merchandising by moving into a newly built, modern plant at 5723 W. Jefferson Blvd.

The new structure houses a huge stock of candy, gum, nuts, cigarettes, ice cream and soft drinks, besides complete shop facilities and up-to-date equipment.

The firm is headed by Davre J. Davidson; Brother Henry is vice-president.

Serious Threat to Nickel Bar Looms as OPA Decontrols Candy

CHICAGO—A rousing cheer emanated from the throats of harassed candy manufacturers on receiving the news that OPA had decontrolled candy, cocoa, and food items, excepting sugar, molasses, syrups, rice, coconut oil and babassu oil. For the first time in five years the industry is free of regimentation and confusing directives.

But all is not joy in Candyville. With the cost of cocoa beans due to soar as much as 20 per cent, with increases in coatings expected momentarily, and with sugar spiralling (because the Cuban sugar agreement is based on this country's cost of living, which is still on the climb), the shadow of obliteration hovers over the five-cent bar. A number of retailers have already upped the price to six cents.

Prominent men in the industry are not only worried but making frantic appeals to retain the nickel seller. An overnight change to ten cents or boosts to six, seven or eight would force vending operators to quick-change chutes and coin mechanisms (and if odd cents are involved, stuff wrappers with pennies)—an adjustment that can't be accomplished overnight, especially where a large route is involved.

Rushing to the fore with a plea to "fight the sale of six-cent bars," is Clarence O. Matheis, vice president of Walter H. Johnson Candy Co. of this city.

"The necessity of protecting the five-cent bar market is so great," he declared, "that every thinking person in our industry should make every effort possible to see that candy does not receive a body blow it will take ages to overcome. When the consumer thinks of a candy bar, he thinks of a nickel. Let's not get him all mixed up—he might get in the habit of forgetting to buy our products.

"Everybody in the five-cent bar industry must of necessity recognize the fact that the tremendous volume built up in this field was and is predicated on the five-cent price tag. Everyone in the merchandising field knows that the greatest volume is always obtained when the product offered for sale entails the expenditure of a single coin rather than a multiple of coins. This is particularly true of products that sell in the low price brackets."

Another executive high in the field points to current danger signals as preludes to a possible candy buyer's strike. He maintains that there are still many good five-cent bars on the market but that their number is dwindling, and they are being replaced by ten-cent items and 25-cent packages. He believes that size should be cut, and that it may be necessary to round out a firm's profit line with dime sellers. "But the five-cent bar should not be totally eliminated from the scene," he concluded.

"Candy manufacturers can convert their five-cent sellers to dime retailers and make a neat profit—now," a confectionery expert stated, "but the bar manufacturer who hopes to be in business in the years ahead will do everything in his power to protect his nickel product."

The decontrol order freeing corn from control has caused several major refiners to reduce prices to candy manufacturers. Previously, a federal ruling had restricted the refiners to 85 per cent of their production capacity. With the wraps off, refiners are now pushing the production throttle all the way to the floorboards, which means greater volume at lower cost. As a direct result, corn has dropped 50 cents per c.w.t., and corn starch 40 cents.

"With prices going down rapidly and with a good supply of corn, the biggest problems are behind us," stated an official of Corn Products Refining Co.

This lovely young lady is Shirley Eggleston whose voice you hear as Sally, the Bit-O-Honey girl, on Schutter Candy Company's ABC network program, David Harding, Counterspy, every Sunday afternoon at 5:30 p.m. EST. Counterspy is one of the highest ranking programs on the ABC net. Both BIT-O-HONEY and OLD NICK candy bars are advertised on this exciting, fascinating Schutter program, which is heard over the entire ABC network of 196 stations. Listen to David Harding, Counterspy, next Sunday afternoon and you will understand why every week sees new thousands asking for these great favorites: OLD NICK and BIT-O-HONEY candy bars.

AVAILABLE FOR 10c SALES

U-Select-It Machines are now available to handle 10c candy bars. — Easy to convert back to 5c by inexpensive slug rejector change. Write for details.

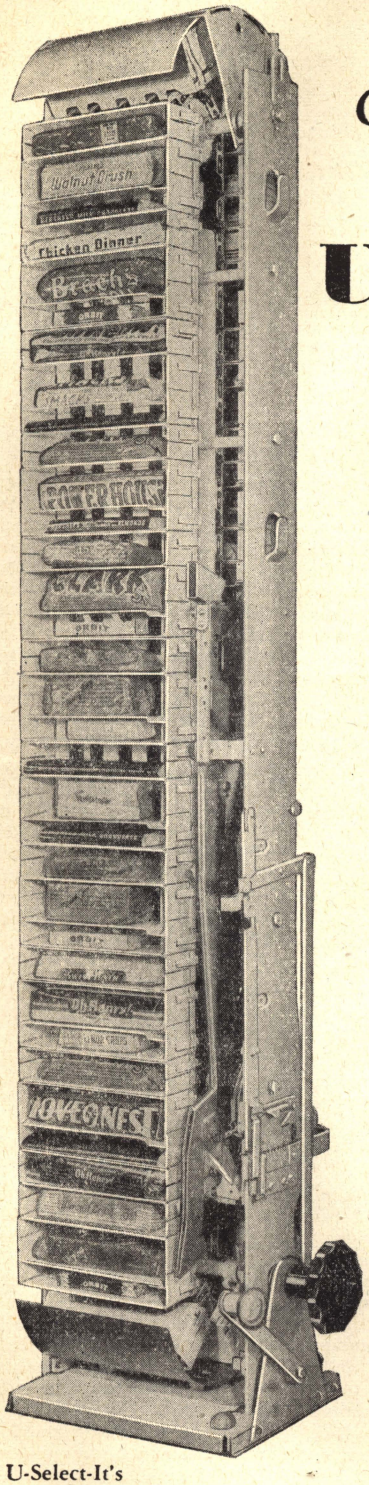
There is Only

ONE LEADER

and in

Candy Bar Machines that Leader is

U-SELECT-IT



U-Select-It's rugged construction

Dependability in a vending machine *must be earned.* It can't just be claimed . . . or bought . . . or hurried into being. Only years of consistently fine performance can confer it. In twenty years more U-Select-It machines have been made and delivered than all the other types put together. More than 500 operators put $12,000,000 dollars' worth of candy through 40,000 U-Select-It machines each year with an amazingly small amount of mechanical trouble. Hundreds of thousands of people daily use U-Select-It machines with absolute confidence. This, is an earned dependability!

The New U-SELECT-IT

- is built by the originators of the conveyor type machine!
- is easy for *one man* to handle, hang or service.
- is small, compact yet has more display and greater capacity.
- is tough and rugged enough to last a lifetime with ordinary care.
- is the finest machine built . . . priced to give the greatest value.

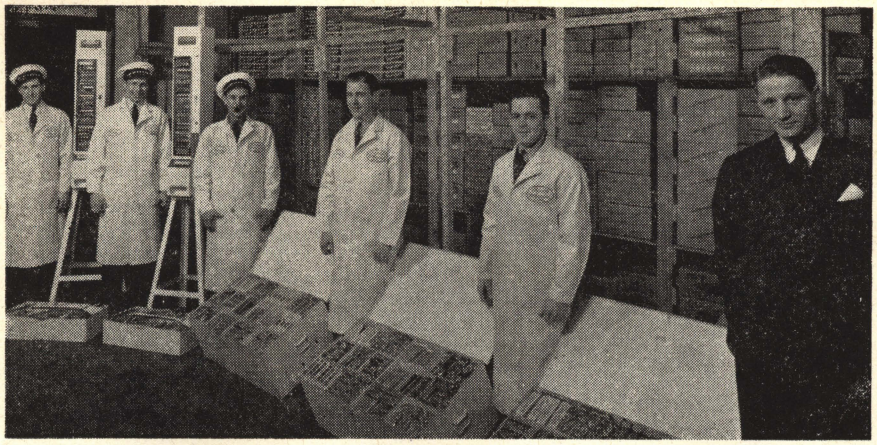
MODEL 74's - - $ 85.50
MODEL 148's - - $110.00
(F.O.B. factory)

The No. 74, vends 74 candy bars

89
FOR DECEMBER 1946

COAN MANUFACTURING CO.

2070 HELENA STREET — MADISON 4, WISCONSIN



A clean, orderly operation of U-Select-It machines, owned and operated by the Illinois Candy Sales Co., Chicago. Everything in this operation bespeaks neatness and cleanliness—primary requisites for successful vending of any food product.

J. W. Coan

Twenty Years Ago . . . And Today

By J. W. COAN,
President of Coan Mfg. Co.

Last month I attended a CMI meeting in Chicago in the company of other manufacturers of coin-operated machines. I could not help but be impressed with the close harmony and friendliness which prevailed. And I couldn't help but think back twenty years and recall some of our first meetings. The contrast is almost unbelievable. In those days we manufacturers were suspicious of each other; we couldn't get together on essential matters. But this meeting last month was entirely different. Everybody was most enthusiastic and downright cooperative.

Twenty years ago the attitude of skepticism and suspicion was prevalent all the way down the line, from manufacturer to the buying public. Distributors were on their guard against manufacturers lest something "be put over on them." Operators were wary in their dealings with the jobber and with each other. And capping the whole picture was the public, who eyed manufacturer, distributor and operator with distrust and regarded their products with a jaundiced, critical eye.

In many instances the public had grounds for their misgivings. I have observed independent candy machine operators who thought all they had to do was buy machines, fill them with merchandise and collect coins; and no doubt this was also true of operators of all other types of equipment.

Through the years operators have profited from experience and realized that the best way to insure favorable public reaction was to conduct their operations in the same orderly manner that efficient retail merchants conduct theirs. As a result, public acceptance of coin machines has increased with each passing year. The Industry is as respectable as any type of merchandising or retail selling—and coinmen must continue to conduct themselves in a manner to give substantial confirmation to a section of the public which is still skeptical.

When people place a coin in a phonograph, they buy music and enjoy it. That's why there are approximately 200,000 of them in the United States today. When people place a nickel in a pin game they do it to buy amusement, and there's nothing wrong about that. That's why throughout the entire country people have no difficulty locating this kind of machine.

When people buy soft drinks, candy bars, gum, salted nuts and other items from a vendor, they realize that it is a service, saving them time and effort.

Men in our business should be proud to be in it; they should not hesitate about discussing it with anyone. However, no man should leave the erroneous impression that money rolls in, because that's not true.

You successful operators all have a substantial investment at stake, and you should organize your business in order to have equipment in good operating order at all times, which means prompt and thorough maintenance. You have your overhead just like any other legitimate business. The advantage is that your business is mechanical and automatic and therefore enables you to attain a high volume of sales with a minimum of overhead.

In helping to create good will, the importance of being immaculate in appearance at the time of servicing cannot be overstressed. I think that is one of the most important factors in building consumer acceptance.

I believe that operators of every branch of the business should get together in their particular field and adopt standard practices in servicing equipment and help build good will. What helps one will help all. A definite program of constant improve-

FOR BULK VENDORS
PAN'S "HARD SHELL" CANDIES
HAVE WHAT IT TAKES
Finest Quality — Snappy Appearance
Easy Vending — Correct Price
Present production limited to current raw material supplies but we hope conditions will permit us to serve you soon.
PAN CONFECTIONS
NATIONAL CANDY CO.
311-329 W. Superior St. Chicago 10, Illinois

ment in services rendered must be laid out and followed.

In our organization, we are proud of our *U-Select-It* family, which consists of owners of our equipment. There are 600 *U-Select-It* operators who have approximately 40,000 *U-Select-It* candy bar machines which sell close to 12 million dollars worth of candy per year. Owners of our equipment have learned the value of maintenance which is so essential in any line of business dealing with mechanical devices. They are fully cognizant of the fact that making regular adjustments, caring for damaged machines and keeping their equipment presentable is just as important as placing merchandise in the machine and collecting profits.

As a whole, *U-Select-It* operators command respect in their communities. Servicemen are well trained and are sold on their product: a delicious food made from wholesome, nutritive ingredients. *U-Select-It* operators are in uniform. Their equipment is of baked white enamel and is impressive because it reflects sanitation. We have constantly preached standard practices throughout our far-flung organization, and most of our larger operators in the United States have definitely adopted a plan which requires every serviceman be clean-shaven and that he must wear a clean white jacket, a uniform cap and trousers to match. You would be surprised at the number of compliments which we have received verbally and in the mails from locations where this service is provided. That is a sure way of winning the public's wholehearted approval.

Both NAMA and CMI are launching nation-wide public relations programs. That's going to cost both organizations a lot of money. But that money will be ill spent unless every operator of every type of equipment cooperates to the fullest extent and does his part in selling the public on the merits of his business.

Bar Makers Are Specialists

WASHINGTON—The Department of Commerce's annual study of Confectionery Sales and Distribution for 1945 revealed that bar goods manufacturers showed the industry's highest degree of specialization.

Only six per cent of the total output of the 90 bar houses—who turned out half of the nation's candy volume—consisted of non-bar types.

CANDIED *Comments*

When we plunged into the cool waters of "candied" columning last July, we gave our neck a brisk limb treatment, as denoted by the following remarks: "The day of the five-cent candy bar is waning, and all indications point to a one-cent hike . . . candy operators who have been lifting a supercilious brow at the cigarette venders for stuffing their packs with pennies, better lower their brow because they may be following the same routine shortly."

If vegetables didn't cost so much, we know one guy who would be submerged in their leafy bulk and juicy rinds, because that was a very unpopular statement with which to try and build a reader-following. Manufacturers snarled, "Don't be an alarmist. The nickel bar is here to stay—maybe smaller in size, but it's still going to be here." Operators said, "What are you trying to do—promote extra work for us guys? Don't make us nervous with remarks like that. We got enough work trying to find merchandise to stuff our machines without the added worry of penny-piddling."

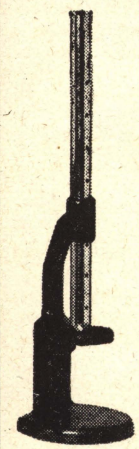
After that opening statement was black-and-whited, the situation began to change. First, the wiseacres pointed to the possibilities of eliminating the five-center in favor of the ten. Then came seven- and eight-cent alternatives. But the five-center hung grimly on.

Then, when the repute of your word slinger had sunk to the very morass and he cried, "No more predictions, readers; we'll report the news straight from now on"—what happens? The OPA flies the decontrol flag over candy, a number of retail stores boost nickel bars to six cents, the market is flooded with dime sellers, confectioners scream "hold the nickel line," and everybody in the industry is worried about the dying buffalo including the operators, who see the visions of July's penny-stuffing story floating back to haunt them.

In other words, it took almost five months for the seed of our initial prognostication to sprout. We'd be happy about calling this William Tellish shot, except for one thing: it bodes ill for the operator. If manufacturers go hog wild and scrap all their nickel sellers in favor of six to tenners, the vender will do all right, at least for a while (after changing coin mechanisms, of course) but can the years and years of nickel-for-a-bar education be so simply over-ridden? The buying public is elephantine in its memory. With Coca-Cola and Wrigley's gum still selling for a nickel, will they balk at paying more for candy bars and go on a bar buying strike?

These are tenuous times and the fate of future candy merchandising hangs on the slim thread of day-to-day developments.

Now that our ego has been flattered by a nail-on-the-head forecast, we're going to venture one on sugar. The generally accepted theory on rationing is that it will ease a little in the spring of '47 and continue easing until the end of 1948 when it will be removed from the control lists. However, an economist who is well-informed, has shoved this one on the sugar-vine and we're shoving it along to you:



KWIK-NICKELS
Streamlined
Coin Changer

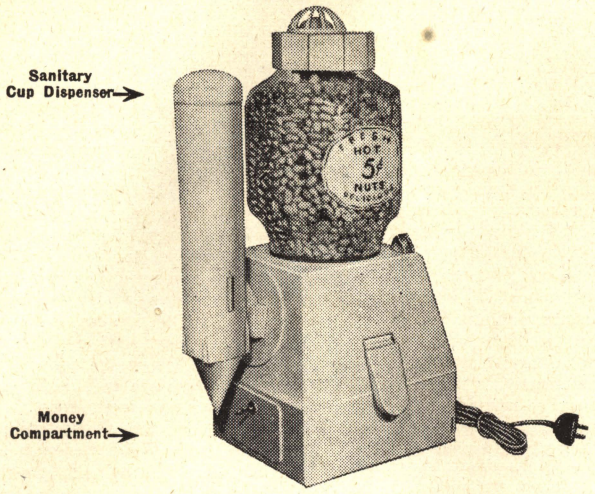
Solid Aluminum Casting
Polished Chrome
Holds $10 In Nickels
Guaranteed Accurate
$9.85 Each

—SEE—
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

Now's the Time
Get the Nickels
NEW
5c Silver King
SAME PRICE AS 1c VENDOR
THOUSANDS OF OPERATORS NOW SWITCHING TO 5c PLAY SILVER KINGS.
GET YOUR SHARE TODAY
SEE YOUR DEALER FOR THE NATION'S SIMPLEST AND MOST POPULAR VENDOR

SILVER KING CORP.
622 DIVERSEY CHICAGO 14, ILL.

Flash-A-Light



IT'S HERE — THE NEW SENSATIONAL 5c FLASH-A-LIGHT HOT NUT VENDOR

FLASH-A-LIGHT— the automatic machine that operators and merchants are clamoring for.

FLASH-A-LIGHT— the machine that dispenses all types of nuts such as: Cashews, Pistachios, Almonds, Filberts, Mixed Nuts, Virginia Peanuts, Indian Nuts. The supply of these nuts is guaranteed.

FLASH-A-LIGHT— the machine that is equipped with a National Slug Rejector which is a vital feature that prevents jamming of machine by foreign materials, and guarantees continuous operation of machine.

FLASH-A-LIGHT— the machine that is equipped with a glass bowl that dispenses 6 to 8 lbs. of various nuts—a pleasure for the operator or the merchant.

FLASH-A-LIGHT— the machine that is equipped with a removable baffle which can be cleaned in order to prevent rancidity and to adjust to the proper amount of nuts to be dispensed. Actual time to adjust baffle, clean, fill, and service machine on location is five minutes.

FLASH-A-LIGHT— the attractive gleaming white enamel sanitary hot nut machine which will add a decorative touch to any location. All machines are equipped with Sanitary Cup Dispensers and rubber suction cups on base of machine.

FLASH-A-LIGHT— the machine that is equipped with a guaranteed heating unit and an electric extension cord for AC-DC current.

FLASH-A-LIGHT— the machine that is equipped with a large money compartment and is protected by a National lock.

FLASH-A-LIGHT— the machine that is equipped with a colored bulb on top that flashes on and off to attract continuous attention—IT MUST BE SEEN!

AND REMEMBER THIS! — for real money making profit and tremendous earnings, it's *FLASH-A-LIGHT, the ideal operator's machine.*

Territories are now available for financially wide-awake experienced salesmen or distributors. Only those who can maintain a monthly quota basis will be given an exclusive distributorship in these territories.

DON'T WAIT! ACT NOW!

Wire, Write or Phone

AUTOMATIC MACHINE CO. OF NEW YORK

33 West 60 Street, New York 23, New York

Columbus 5-6464-5-6

Sugar rationing to be off on January 1 or shortly thereafter.

Black marketeers are becoming so unreliable that even when they sell something sweet, it leaves a salty taste. In Milwaukee, the dark legion offered 100-pound bags of sugar for $100. The gullible gobbled, but before they had finished congratulating themselves on their acquisition, they discovered that while the first three inches in the bag consisted of sugar, the balance was salt.

Ice cream vendors will roll in on a rising market. July smashed all previous records for production, with 98,005,000 gallons. That's a 16 per cent increase over June and 80 per cent above July, 1945.

An enterprising salesman, Joe Greene of Peter Paul Co., used a plane for long trips. The president of the company, C. Kazanjian, heard about it and asked Greene to fly to the home office for a discussion. When Greene presented an itemized list of his expenses, and the president saw the high-flying salesman's travel cost was only four cents a mile, he made a standing offer to the rest of his representatives: a donation of $1,000 toward the purchase of each salesman's plane. Now there are four fly-by-night-and-day candy callers.

The Army—what's left of it, anyway—prefers solid chocolate and chocolate coated bars. The Special Services Division of the Army Exchange Service reports that current bar sales per uniform is about 20 per month.

Tip to venders with theatre locations: While it is true that a great many people have decided to purchase confectionery items before arriving, many buy on impulse. Your machines should be spotless and attractive, and should be as close to the box office as possible so the customer will be tempted before he puts his change away. . . . Speaking of theatres, did you notice the recent cartoon in a national magazine? Two youngsters were pictured leaving the show. Said one to the other: "Y'know, I don't think I could have sat through that picture if it hadn't been for my candy bar!"

The acuteness of the sugar situation has been dinned into the ears of venders for lo these many months, and now it comes to light that at times corn syrup has been even more difficult to obtain than the sweet sand. After this season's record crop is harvested, syrup should flow uninterruptedly.

In 1945 the National Confectioners' Association reported there was a market for 700 million more pounds of candy than the manufacturers were able to produce. . . . A year later the dent in that 700 million figure is so slight it's not perceivable.

During the war, Spanish almonds were in great demand. A weighty California crop picked up the domestic slack in 1945 and a record-smashing 1946 harvest—estimated at 35,000 tons, which is an 11,000 ton increase over last season—will reduce the Spanish import item to a straggling also-ran role.

This is certainly a strange world we're merchandising in. Down Mexico way there's no scarcity of top-brand American bars. Hershey, Nestle's, Mars and Euclid can be bought by the case—that's right, by the case—at ten cents a bar, while Mexican-made brands are unavailable for purchase.

If there is no allevation of the present edible oil shortage, a larger quantity of the lowly peanut may crunch-crunch into a grinder instead of the consumer's mouth.

Suggestions for vending locations which are oft-times neglected: delicatessens, barber shops, vegetable stands, lumber yards, bicycle rental stands, flower shops, beauty parlors, riding academies, union halls, boat houses, auction salesrooms, swimming pools, bridge clubs, health food stores, employment agencies, playgrounds, and broadcasting studios.

If rumors are still circulating about 1,600,000 tons of sugar being "discovered" in Java, this will serve to squelch them. On authority of Secretary of Agriculture Anderson, the stock in Java has been depleted and new production is not expected before 1949.

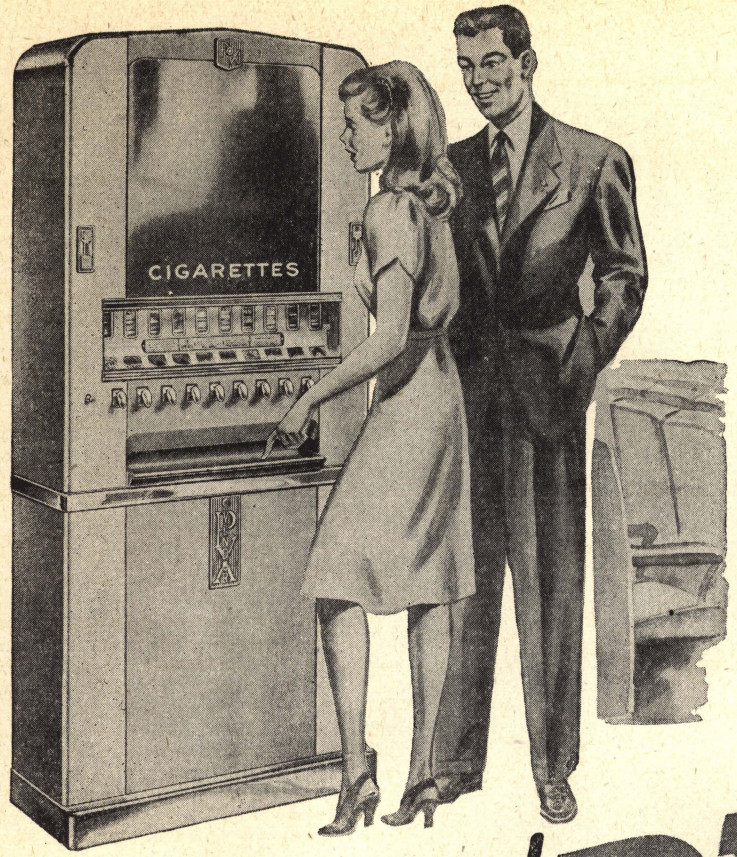
Coan Mfg. Has Ten-Cent Slot for Candy Vendors

MADISON, Wisc.—Because of the present shortage of nickel bars and the predominance of dime sellers, Coan Mfg. Co. is supplying ten-cent mechanisms with *U-Select-It* machines. When five-cent bars again become plentiful, change-back to nickel operation is effected by the simple process of replacing the dime slug rejector with a nickel device. Change-over time is less than five minutes.

"We have carried on quite an extensive test," states J. W. Coan, president of the firm, "and we find that the ten-cent machine puts the candy vending machine operator in a position to almost double his volume, because ten-cent bars are available and nickel bars are very scarce."

Daughter for Ryans

CHICAGO—Number Three in Tom Ryan's Hit Parade was announced with the birth of Charlotte Anne. Ryan, manager of Sanitary Automatic Candy Corp.'s Chicago office, has two sons, Tom, eight, and John, four.



"LET'S GET A PACK OF CIGARETTES AT THE PX"

Lehigh PX CIGARETTE Vendor

REG. U. S. PAT. OFF.

93
FOR DECEMBER 1946

PX proves that you can't beat a combination of experience, skill, resources and high standards.

LEHIGH now has a major stake in the present development and future direction of the automatic merchandise vending machine business. As a company LEHIGH is well able and well prepared to make the **PX** trademark a symbol of industry leadership.

The people we want to talk to are those who can see eye-to-eye with us toward doing every part of the job—right!

PX *A NAME THAT MEANS AUTOMATIC VENDING TO MILLIONS*

STANDARD VENDORS DIVISION

Lehigh Foundries, Inc.

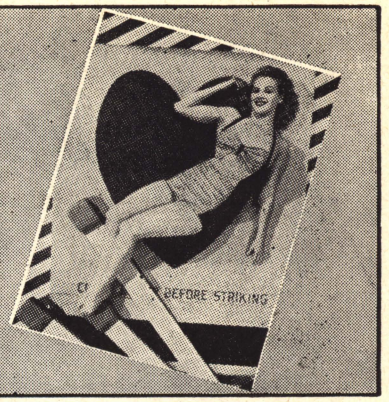
PLANT: EASTON, PENNA.

EXCLUSIVE CALIFORNIA DISTRIBUTORS

NICKABOB COMPANY
2525 W. PICO • LOS ANGELES 6, CALIF.
FAirfax 1107

NICKABOB SALES COMPANY
602 FULTON ST. • FRESNO 2, CALIF.
Tele.: 23557

CIGARETTE VENDING



Anticipated 1/2-Cent Increase in Jan. Greeted by Trade With Mixed Feelings

NEW YORK—A widely circulated rumor, labelled by authoritative sources as a "sure thing," is being vined that smoke packs will advance one-half cent shortly after the first of the year.

Some venders are looking forward to that day with a gleam of expectation; others with apprehension; and then there are those who shrug and say. "Everything else is rising in price; what difference will it make?"

It all depends on the selling price in the operator's locality.

As everyone knows, chain stores and cut-rate drug establishments, who are the vender's fiercest competition, sell their brand products for two to three cents per pack less as "loss leaders." It has been estimated that more than 70 per cent of total cigarette retail sales are made via these outlets.

In sections of the country where the half-cent increase will force the chain and drug firms to sell their product for more than 15 cents per pack—compared to the vender's 18 or 19—all indications point to a marked increase in vendor sales.

In areas where the increase will cause the vender to charge from 21 to 25 (such as New York, Salt Lake City, and a number of Southern states) while the chain sells below 20, or from 26 to 30 (Kansas) while the chain sells below 25, machine gross will drop.

In municipalities where both vendor and retail prices are within the 16 to 20 cent or 21 to 25 brackets, no change is expected.

"When we were selling leading brands for 15 cents and the stores were getting 13, our volume held up well," an old-timer in the business stated, "but when we were forced to raise ours to 17 and the chain stores went to 15, we noticed the difference immediately. During the six weeks following the change, our volume fell 25 per cent. After that, it picked up ten per cent but never regained former levels. It's the fourth nickel that did it."

A large cigarette operator, in an interview with THE REVIEW, elaborated further on the "fourth nickel" thusly:

"It is sound psychological reasoning," he said, "and it has been proved time and again. A customer who pays 15 cents over the counter hesitates about digging for a fourth nickel when inserting coin in a vendor. The fact that he gets two or three cents returned out of 20 comes second to his thought processes. The first reaction is that he is paying 20 cents for an item he can buy for 15 elsewhere. The same thing applies if the retail price is 20 or under and the vendor's is over 20. Even if the vendor sells at 21 cents, the customer will have to shell out with a fifth nickel, whereas he can procure the product for four nickels at a chain counter."

Vending men in California and several other states who are dispensing smokes via automatic merchandisers at 18 cents, against the chain's 15, hail the coming increase as an opportunity to cut a swath in the chainsters and win over a large segment of the buying public, inasmuch as the latter will probably push the price to 16 cents and thus place the vender on the same nickel parity.

Cliff "Alger" Blake Parlays 42 Cents to $42,000

LOS ANGELES—Cliff Blake arrived in California in 1933 with 42 cents in his pocket. Recently the president of Blake Sales Co. flew to New York to present Hal Meeks, Eastern Electric's Sales Manager, with a check for $42,375, an advance payment for a carload of Eastern vending machines.

"The difference between 42 cents and $42,000 seemed so striking to me that I decided to fly East and present this check in person," Blake said.

Deliveries of the new Eastern Electric Cigarette Vendor are now being made. The machine has elicited high praise from the trade for its beauty of design, simplicity of servicing, and mechanical efficiency.

IT'S FAST, ACCURATE!
Count and Wrap Your Coins
WITH
THE NEW BLACKSTONE
HIGH SPEED DOUBLE BARREL
COIN PACKER
Count and wrap $4 in nickels in 20 seconds. Made in three sizes. Nickel — penny — dime. Guaranteed. $2.10 Postpaid.
THOMAS NOVELTY CO.
1572 Jefferson St.
Paducah, Ky.

Utah Seeks To Correct Inequalities Of Cig Tax

SALT LAKE CITY—Venders and dealers doing business in tax-imposed states are being seriously handicapped by parcel post shipments from non-tax states.

The National Tobacco Tax Association, in their recent meeting, approved for submission to Congress a corrective proposal. A three-man committee was formed to aid in the introduction and passage of such a measure by the Federal Government.

Major points of the proposal are:

1. Any person or firm selling or disposing of tobacco products in interstate commerce, wherein such person ships them into a state which taxes the sale of these products, shall forward to the tobacco tax administrator of the state into which the shipment is made a copy of the invoice covering shipments to the taxable states during the previous calendar month. The invoice, which would be mailed by the tenth of each month, would include the name and address of the consignee. This would make it possible to collect the tax within the state.

2. The Secretary of Treasury is authorized to issue the rules of the act and carry out its enforcement.

3. Violators shall be deemed guilty of a misdemeanor, which calls for a maximum fine of $1,000 or imprisonment of not more than 12 months, or both.

Cigarettes Number Two On G.I. Ration Parade

WASHINGTON—If you were cut off from your source of supply and had only an emergency ration available, what would you prefer to have in it?

This was the question asked 9,691 combat soldiers of War II by the Quartermaster Corps.

Most popular item was coffee, with 28 per cent of the men putting it on their list. Cigarettes came a close second, preferred by 24 per cent. In order of choice, were the following: biscuits and crackers, candy, chewing gum, cheese, sugar, bacon and eggs or ham and eggs, frankfurters and beans, meat and beans, and matches.

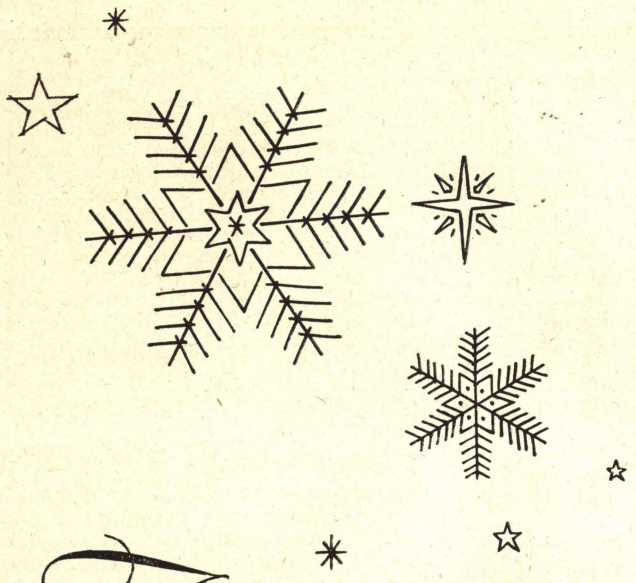
Thirteen per cent of the voters stated they did not smoke cigarettes.

Cig Consumption In Canada Shows Big Rise

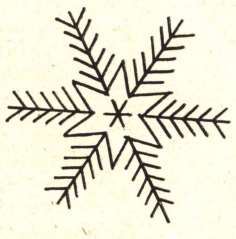
TORONTO—Since 1900, cigarette consumption in Canada has increased 3900 per cent. In 1901, the annual total was 121,183,000, a per capita average of 23 per year.

Two decades later consumption had jumped to 2,439,832,278, which averages more than 300 for each citizen.

Since 1921 the smoke spiral has wisped ever-upward. In 1943 it reached 10,803,185,549 cigarettes, a per capita figure of 900.



To ALL OUR CUSTOMERS AND FRIENDS — OLD AND NEW — WHO HAVE PLAYED SO LARGE A PART IN OUR SUCCESS, WE EXPRESS OUR SINCERE THANKS AND WISH FOR THEM A VERY



MERRY CHRISTMAS
and
A HAPPY NEW YEAR

Rowe MANUFACTURING CO., INC., WHIPPANY, NEW JERSEY

Five Gum Firms Raise Price; Wrigley Holds Nickel Line

CHICAGO—Even though five major chewing gum manufacturers have raised the price to wholesalers from 55 to 60 cents a box, Wrigley's will hold the line, and despite shortages and increased ingredient and production costs, will do everything within its power to maintain a nickel seller.

In a letter mailed to 800,000 retailers, Phil Wrigley, president of Wm. Wrigley Jr. Co., wrote: "The five cent field has for many years been an important one for you, the wholesaler and ourselves, and we believe it is certainly worth an effort on all our parts to preserve it. It is our belief that in the not too distant future there will again be a five-cent buyers' market. We are willing to do our share to protect it by holding our present prices so that both you and the wholesale distributor can afford to play fair and cooperate by having at least one make of chewing gum that the consumer can still get for a nickel."

The company realizes that both jobber and retailer can hike prices to the customer without consulting the parent firm. However, Wrigley points out that good will is an important factor in cultivating sales. "Five cents and a package of gum have always gone together in the minds of the consuming public that we both have to rely on for our future business in the long run."

In announcing its policy, the Wrigley Co. once again is following the same course pursued after the first war when it refused to raise the price of its product.

Candy Council Distributes Second of "Candy Features"

NEW YORK—In introducing the second in its series of "Candy Features," NCA's Council on Candy will forward short stories, recipes, and fillers to more than 1,750 daily papers and 400 magazines. Copy stresses the energizing and nutritional value of candy, and is slanted to food editors and women's page editors.

The Council reflects a spirit of renewed optimism regarding the supply situation by announcing that the second line of the industry's slogan—"enjoy some every day"—which was omitted during the war years, is scheduled for restoration the first of the year.

Ad Campaign for Kools

LOUISVILLE—Brown & Williamson Tobacco Corp., makers of Kool cigarettes, has launched a country-wide advertising program, featuring newspapers, spot radio announcements and car cards. The campaign features a departure from usual radio and newspaper advertising in that smaller sized ads and shorter radio commercials are being used. Frequency of appearance has been stepped up.

American Tobacco Sales Rise

NEW YORK—American Tobacco's net sales of 211,381,592 for the third quarter ending September 30, 1946 moved up 1.3 per cent over the preceding quarter, and is 51.6 per cent greater than the quarterly average for 1945. American Tobacco's figures not only include *Lucky Strike* and *Tareyton* but *Pall Mall* as well. The latter is manufactured by an American subsidiary.

Lucky Ads Best Read

BINGHAMTON—In a study of best-read ads, the Advertising Research Foundation discloses that the 1,673-line Lucky Strike ad was the highest ranking national advertisement in the survey issue of *The Binghamton Press*, with 25 per cent of the men readers and 23 per cent women noting it.

Desperate Vender Goes Poetic In Candy Plea

NEW YORK—S. Quaranta of Forty Vendors, Inc., tried to procure candy through regular methods. He mailed orders, wired, telephoned—and then in sudden desperation, composed a poem and mailed it to candy makers. Titled "The Automaton Candyman's Prayer," it starts off like this:

"For candy fine and dandy,
Tho' it's scarce and not handy,
Fervently, I beg and plead
To continue my good deed—
Give my patrons what they need."

Quaranta points out his customers' need for vim and vitamins, and ends up by beseeching the manufacturer for sweet stuff to alleviate his vending distress.

If Quaranta's poem brings any results, every vending man in the country will probably turn to verse to keep stocks from becoming worse.

Production Begun On Water-Proof Matches

OSWEGO, N. Y.—Manufacture of Diamond Match Co.'s long-heralded water resistant matches for the civilian market has commenced. William J. Elder, manager of the factory, stated that initial output has been set at 7,500,000 matches daily and that as soon as paper carton production speeds up, 20 million matches daily will be turned out.

The water-proof match, developed under the urgency of war, was successfully used by the armed forces during all kinds of adverse weather. It is guaranteed to light even after being submerged in water for four hours.

Razor Blades With American Cig Casings

BERLIN — Europeans are marketing razor blades under the strong stimulus of name association. The tremendous popularity of American brand cigarettes with the foreign populace has prompted Continental manufacturers to turn our razor blades encased in packages of the same color and design as cigarette packs, and bearing such names as Camel, Chesterfield, Lucky Strike, etc.

Quality of the blades, according to reports, is poor.

Scheuch Joins Parina Staff

SAN FRANCISCO—New sales and personnel manager for Automatic Merchandising Co., headed by Richard A. Parina, is Milton J. Scheuch. Scheuch was with the jobbing house of Ralph & Sons for the past three years.

Cigarette Output Up

WASHINGTON — Cigarette production during the first post-war fiscal year has exceeded the war years' average, 331 billion compared to 328 billion during war-time.

National Products to Resume Vendor Production in '47

KANSAS CITY, Mo.—National Products Co., now manufacturing pin ball and phonograph parts, will resume production of its drink and milk vending machine late in 1947. The company turned out liquid dispensers before the war and is still making parts to keep those machines in operation.

D. M. Kitterman, president of National Products, reports that the company plants in Kansas and Missouri, which were expanded because of the war, have been consolidated into a single plant in Missouri.

AutoVend to Produce 200-Bottle Dispensers

KANSAS CITY, Mo.—Cracking the bottleneck of small electric motors, AutoVend Co. will place their drink dispenser on the production line soon after the first of the year.

The machine, capable of handling soft drinks or milk in four flavors or varieties, is electric, operates on push-button control, and will handle any size bottle.

The firm was formed a year ago by S. Q. Noel, and J. D. and J. V. Harrington.

Students Use Candy Bars and Cigars as Gifts to Teachers

MILWAUKEE—"The Apple for the Teacher" method of inspiring good-will (and good grades) is rapidly falling by the wayside. College students recently started something new in the field of student-teacher relations by presenting their male profs with cigars. Now comes a new wrinkle by the young 'uns. Randall Rakow, five-year-old son of W. Rakow, a vending operator, recently put the "bee" on pappy for chocolate bars for his schoolmarm.

Old Gold Extends Ad Drive

NEW YORK—Old Gold's major advertising campaign, which started July 29 and was originally scheduled for eight weeks, will continue indefinitely, the company has announced.

Excellent response by the public brought about the time extension.

Vender Opens Smoke Shop

CHARLESTOWN, Mass. — Vending Operator William L. Guinasso has branched into the retail field by opening a smoke shop here. Name of the firm is Page Tobacco Co. Guinasso will be aided by a veteran tobacconist, Mike Caparale, formerly with Caparale Bros. Tobacco Co.

Vender's Business Grows

HAZLETON, Pa.—In another expansion move, candy vending operator Louis Andreuzzi has moved to larger quarters at 52 S. Wyoming St. Several years ago Andreuzzi started with a half dozen vendors and now has a sizable route.

Theatres Big Candy Outlet

NEW YORK—It has been estimated that American theatre-goers buy 40 million dollars worth of candy annually, which is about four per cent of the nation's total retail purchases.

Chesterfield Sales Up

NEW YORK—Liggett and Myers Tobacco Co. reported an increase of 6.7 per cent in sales for the quarter ending Sept. 30, 1946 compared to the succeeding quarter ending June 30.

More Gold for Old Gold

NEW YORK—P. Lorillard Co. reported a 10.7 per cent gain in net sales for the quarter ending Sept. 30, 1946 over the preceding quarter.

Total sales figures for July, August and September were $33,769,660.

New York

Diathermy shows . . . hotel shows . . . operators who show up demanding equipment—it's all still a merry round for this Eastern anchor of the Coin Machine Industry. And, of course, sometimes a headache for manufacturers who can't get all the materials they need, a situation that runs right down through distributors and jobbers to the operators themselves.

Among the highlights of the past month was the display of coin equipment at the Hotel Show at Grand Central Palace. Not new but still a very live idea, the four or five coin operated radios shown there attracted considerable comment and interest among hotel men, suggesting a continued growth in prospect for operators in this line of equipment. Mutoscope was also represented in the show with a sound recorder and Photomatic equipment which appealed to a number of hotelmen as useful features for game rooms similar to the one in successful play in Chicago's Hotel Sherman.

The truly spectacular item, however, was Tradio's coin operated television for hotels and—before long—for home use. An operator's job, the latter holds apparently great promise for the current period when so many changes are still being made in television equipment and practices, preventing a lot of people from buying sets of their own. The plan, as reported, calls for the operator's installation of the video receiver in the private home without cost to the home-owner. Maintenance will be supplied without cost. Replacement of parts to keep pace with equipment changes will be made without cost. The home-owner will drop coins when he wants to see a television broadcast—and having a receiver, chances are he'll want to. At both ends it looks—and listens—good.

Less spectacular but also highly interesting was West Side Distributing Co.'s display of coin-operated diathermy equipment at the Diathermy Show. Not much shouting has been done as yet either by the firm's Harry Berger or by operators who have begun to use it, but the word is spreading and other operators are beginning to clamor. Several other interesting new developments are going on here, pretty much under wraps, but due for general announcement next month.

Not far away in actual distance, but removed from merchandise and service angles, Jack Fitzgibbons is doing very well with *Musical Minutes*. Although his material problem is not entirely solved, deliveries are being made in generally satisfactory quantities.

Statler Distributors, on the other hand, shrewdly had ample stocks of edible merchandise stored throughout the country, so that notwithstanding a strike of Sunshine Biscuit workers which curtailed production for a while, no operator was short of the sandwiches and other goodies which attract customers to this equipment. Statler has taken over another manufacturing plant in New Jersey, where operation, starting December 1, is due to increase output capacity of the vendors by 50 a day or better. And this firm has reported the opening of sizable new operations in Chicago, Minneapolis, Milwaukee and Los Angeles.

Cigars are due to burst once more into the vending picture in a very big way. Amity Mfg. Co. which has engineering and merchandising experience through other products it makes, is producing a cigar vendor designed to make it possible to "do the biggest job ever done with cigar vendors." For some time the company has been conducting a pilot operation of some 2,200 of the machines in the New York area, eliminating bugs, determining potentialities, and accumulating a vast store of merchandising "know-how" to be passed on to operators. As time goes on the size of this operation will be decreased and only enough equipment will be operated by the manufacturing company itself to make continuing, purposeful tests.

Amity may be regarded as something of a pioneer in at least one way— before they had gone very far in entering the industry, they employed Research Company of America to conduct a large-scale, scientific study of the coin machine field, with special reference to cigar vending, in essentially the same manner as General Foods, or any other large marketing organization would in introducing new products. The findings were good, and so far they have been more than adequately backed up by experience. Since cigars are a staple item, the return is modest; by the same token, though, equipment and operating costs are also modest, and the results add up to thoroughly substantial business. Principals here note a transition from game or music operation on a more or less exclusive basis to one that at least includes if it does not feature outright the operation of vending equipment.

Apart from Christmas shopping, equipment shopping . . . and maybe just shopping, travel seems to be the order of the day for a lot of the eastern coinmen, some of whom have been vacationing at this late date, while others have been visiting plants.

Al Jordan, Eastern Electric Vending Machine Corp.'s New England representative, took three weeks to rest and loaf down in Oklahoma. He doesn't say just what was meant by "loafing," but with an active disposition the chances are if there wasn't some interest related to the Coin Machine Industry connected with it, it was at least strenuous.

Hal Meeks, New York executive of Eastern Electric, is just getting set for his traveling. He's finally due to succumb to the long-continued demands of his brother to visit the latter's Georgia plantation. Set to leave about the middle of December, he expects to stay half-a-month, an ideal time in which to be away from New York.

M. S. Starr, Pennsylvania-Ohio representative of this same firm, spent a week at the plant and in and about New York in mid-November, but is now making his rounds again in the Keystone and Buckeye states.

Julius A. Levy, of DuGrenier, Inc., was another traveler, making an extensive swing around upper New York State, strictly on business, the last week in November.

There were others, too. Read all about them next month.

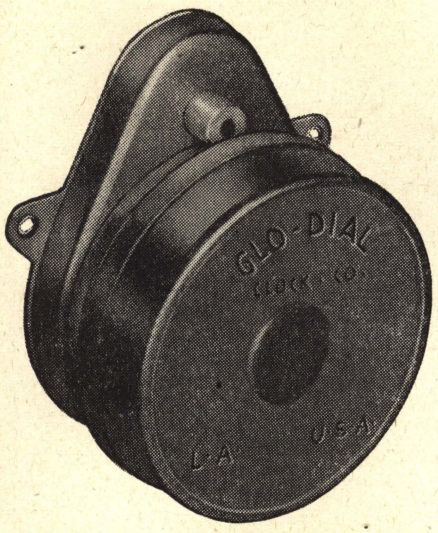
H. L. Mitchell

Total Roll Posts Acclaimed

LOS ANGELES—Paul A. Laymon, Inc., is offering a set of Machined Steel Posts equipped with rubber cylinders that is winning the approval of local *Total Roll* operators.

"One of the bothersome features of heavy play on *Total Roll* has been the need for replacing the rubber stripping on the arches," said Laymon. "With our new Posts installed at the arch heads, this problem is practically eliminated. In fact, we know of one game that needed new rubber stripping twice a week and each time it meant opening the game and an hour or more of tedious work for the operator. Our new Posts will give 6 months service and then the cylinders may be replaced in a few seconds right on location. Certainly this set is the answer to a *Total Roll* operator's prayers."

Announcement . . .



WE ARE NOW READY TO MAKE DELIVERIES ON

TIMING MOTORS

FOR ALL TYPES OF COIN OPERATED MACHINES

TWO SPEEDS { 1 Revolution per Minute / 1 Revolution per Hour

Also — COIN CHUTES Holding Up to 5 Quarters

GLODIAL CLOCK CO.

PRospect 6477

922 West 23rd Street — Los Angeles 7, Calif.

Now On Display

H. C. EVANS & CO.'S

BANG TAIL

WINTER BOOK

GALLOPING DOMINOS

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Immediate
Delivery
from
Stock

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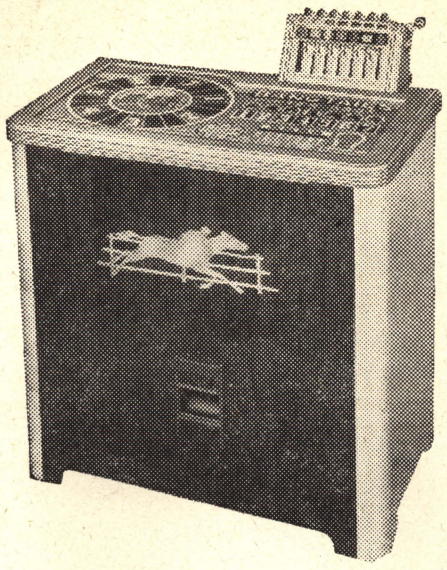


WILLIAMSON DISTRIBUTING CO.

Exclusive Evans Distributor for Northeastern California

1220 K. Street, Phone: 3-5565 Sacramento, California

Indianapolis

Pro and con on dime automatic phonograph play is terrific. Several operators claim it's essentially a nickel business, while others want a dime or three for a quarter. Greatest evil here is location percentages. Many scattered small operators chisel in with 50-50, which of course takes the profit out of the operation.

Southern Automatic, Seeburg distributor, has some personnel changes coming up. Al Bland, present service manager, will be traveling service engineer for Indiana starting first of the year.

Bryce Gray, now on the local salesfloor, goes to traveling sales on Seeburg and games for the territory south of Kokomo. Incidentally, there's a new baby boy at Gray's house named Stephen Bryce.

Miami Distributing reports much activity on new Aireons. Sol Silver just took six machines. Sol operates as the Silver Music Co. at South Bend. Ray Randolph also purchased several new ones.

A. W. "Jack" Turner, former service station operator, started off with 25 new Aireons, and is also operating a few pin balls. This is Jack's first venture into the business, and he looks like a comer.

AMI distributor Paul F. Jock, P-J Distributing Co., Inc., is having a little delay with plumbers, carpenters, et cetera at the new store. They will have a well rounded stock for the operator including *Automatic Hostess*, *Personal Music*, pin balls and consoles. Johnny Gallagier is service manager, with Claire Sadler as Jock's secretary.

Paul is well known in the trade. He was Wurlitzer distributor five years for Indiana, Kentucky and part of Illinois.

This writer has just returned from an emergency trip to southwestern Oklahoma because of the critical illness of my mother.

C. Arthur Wallace

Ex-Arcadester Altars

BIRMINGHAM, Mich.—Alan Rollins, who owned an arcade and sold it, now owns a wife—but he won't dispose of his new holding for any consideration. Brother Robert, Bronx operator, jaunted from the big city to stand in at the ceremony.

San Francisco

There have been several new developments at M. S. Wolf Distributing Co., distributor of AMI phonographs, Cosmo and National records. Chet Garton, who opened the branch here, has been transferred to the Northwest as manager with headquarters at Seattle. Walter A. Huber, who held the position of Northern California sales manager, has been appointed Chet's successor as manager of the Northern California branch. Huber stated that AMI phonographs are coming through in fair volume and deliveries are now being made to operators. The record department is growing by leaps and bounds, and Dale Todd, Max Wolfe, Lee Olsen, and R. Rainer have been added to the staff. There is also a new secretary, Mrs. Jean Walker.

On the main floor a *Hostess* wired music studio is being set up for demonstration purposes, of which deliveries are being made now.

M. S. Wolf spent a couple of days here on business. "Griff" Griffin, shop foreman of this branch, vacationed for a week in Los Angeles.

George R. Murdock, of George R. Murdock and Associates, has just returned from a visit to the Rock-Ola factory, and brought back very heartening news. With controls eliminated, production is expected to really hit its stride. Murdock was accompanied on the trip by one of the Associates, Willard Wayne, inventor of the Wayne *Equalizer*. Murdock said that the Wayne *Equalizer* is having "marvelous acceptance, nation wide. It is something that operators have been waiting for, for years. Very substantial orders are being received."

Out-of-town operators, recently calling at Associates were: Arthur Frye, San Leandro; W. N. Cook, Martinez; Fred Hutchinson, Salinas; H. Rutter, Salt Lake City; Charles McKibben, Sonora; Chester Bettis, Fresno; D. C. Fond, Rio Vista; Y. J. Goulard, Brentwood, and Peter Murphy, Castro Valley.

Leonard Baskfield has been made vice-president and general manager of E. T. Mape Distributing Co., co-distributor for Aireon phonographs. Mape Co. opened a branch in Stockton, and also is bringing out a new line of speakers assembled at the Mape plant.

M. A. Pollard Co. is making deliveries of the new Packard *Hideaway* phonographs, boxes, entire line of speakers and parts. M. A. Pollard Co. is exclusive Northern California distributor for H. C. Evans Co.'s products, and according to Pollard, "Deliveries are being made now of the sensational money-makers: *Bang Tails, Galloping Dominoes* and the new Evans *Winter Book* console." Pollard Co. is also exclusive distributor for the Handy Lift Trucks, Guardian Kits and a large stock of parts. Chicago Coin, Genco, Bally, and other leading lines are on display.

Operations of Grosso Amusement Co. extend all the way from here to Mill Valley and Tiburan. Louis Grosso, owner of Grosso Amusement Co., said that business has receded but is expected to pick up after conditions become more normal. Besides operating an extensive route of phonographs and pin ball games, Grosso Amusement Co. does a thriving business renting out automatic phonographs for weddings and other special occasions.

Louis sponsors, and has sponsored for quite some time a junior baseball team; class double A semi-pro team; a girls' bowling team, and a men's bowling team.

Louis is quite a ball fan, and spends most of his Sundays watching ball games. His younger son, William, 12 years old, is playing on the junior team. His older son, Ernest Ray Grosso, 19 years old, enlisted in the Navy September 1945, and is currently stationed in Guam.

Louis is also active in fraternal organizations. He is an officer in the Eagle's Golden Gate Aerie 61, and is chairman of the entertainment committee with the Old Timers' Baseball Assn.

Mr. and Mrs. Grosso are very hospitable and frequently entertain lavishly at their beautiful new home.

Edward Krafchow, former San Francisco operator, has returned here after doing his stint with the Armed Forces, and established the San Francisco Operators Service. Krafchow does contract service for a group of operators. Ed is married and has two young sons: Edmund Louis and David Lawrence.

George R. Murdock became a grandfather for the second time. The Richard Murdocks are the proud parents of a baby girl. She is their first child. Captain Richard G. Murdock was called back by the Army to active duty, and is stationed at present at Fort Lewis, Washington.

Chuck Mittelman who has a candy route in the city, commented on the strange psychology of people. He said, "People go into a store, and if they don't find just what they want, they'll buy something else. But not so with a vending machine. If they don't find their popular brand, there just is no sale."

Joseph R. Eppler, nationally known in the tobacco industry, has joined Glenn-Rowe Vending Machine Co., owned by Jack Glenn. Joe was for many years Chicago manager of Faber, Coe & Gregg, Inc., then became factory representative of Waitt & Bond, Inc. Joe is a devoted family man and did not much relish all the traveling he had to do as a factory representative.

There has been a long sustained friendship between Jack Glenn and Joe Eppler. It dates back to 1926 when Jack was Western sales manager of American Cigar Co., and Joe worked under him as representative, for three years. A few months ago, Jack, foreseeing the tremendous potentials

in the automatic merchandising field, discussed them with Joe Eppler, and invited him to become associated with the Glenn-Rowe Vending Machine Co. Joe accepted and is enthusiastic about the vistas opening up. He said, "The Automatic Merchandising Industry is on the threshold of becoming one of the most important industries in the United States." Joe attended the NAMA convention, and was very much flattered that though a new-comer in the Coin Machine Industry, he was called upon to deliver a talk on a subject of which he had made a thorough study: "How to conduct a Sales Meeting."

Small but steady shipments of new cigaret vending machines are being received.

Dan King III, president of Western States Distributing Co., distributor of Pace machines, was pleased to announce that Texas has been recently added to his "exclusive" territory. King has received his new twin-motored airplane, and, accompanied by his charming wife, is traveling now via the air route over the eleven Western States.

Glenn Emory Perry was recently appointed office manager of Western States Distributing Co., and is holding down the fort here while Dan is covering the rest of the territory. Before joining Western, Glenn served 5 years in the Navy, Lieut. j. g., and prior to that was supervisor of the accounting section of Forest Service.

Perry said: "I think this is a terrific field. I had always been a big customer of coin operated equipment, because it fascinated me so. It is very nice indeed to be now on the inside, and I find it more interesting than ever."

Gisela Ney

Capitol Adds Two Branches

HOLLYWOOD—With the addition of two new eastern branches, Capitol Record's expanding network of distributing centers has risen to 22.

The two latest entrants to the Capitol fold are Newark, N. J., under the management of Al Levine, and Jacksonville, Florida, headed by Victor Blanchard.

A third is under construction at Hartford, Conn.; upon completion, Albert V. Latauska will assume charge.

Brazilian Coinman Visits

CHICAGO—The Coin City played host to S. R. Gold, representative of a Brazilian distributor, who ringside-seated at local manufacturing plants. Add out-of-country visitors: Joseph Bear of Mexico and Morris Zicman, Buenos Aires.

GENCO "TOTAL ROLL" OPERATORS:

STOP RUBBER WEAR!

Put an end to lost earning power due to split and broken rubber . . . eliminate needless service calls for rubber replacement . . . stop wasting valuable time stripping in new rubber!

How? By installing our new Machined Steel Posts equipped with rubber cylinders. A set of 6 installed in 30 minutes will last for a minimum of 6 months of heavy play—and rubber cylinders may then be replaced—right on location—in a few seconds and for only a few cents.

MACHINED STEEL POSTS

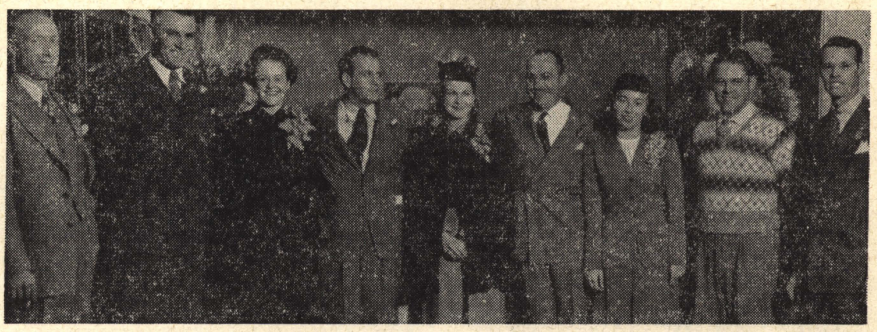
improve the appearance of your playboard, will save many damaged arches, put new zip in the game's action. Try a set—you'll want them on every TOTAL ROLL you operate.

Complete Set of 6 Units with Instructions for Installing—

$5.75

PAUL A. LAYMON, Inc.

1503 W. PICO BLVD. LOS ANGELES 15, CALIF.



The opening of the new Mills Sales office in Portland was a tremendous success and these Mills folks were on hand to greet the visitors. Left to right: Ed Therien; Frank Sandberg, Portland manager; Cleo Huenneke, Oakland; A. H. Bouterious, general manager; Mrs. Frank Sandberg; Warren H. Taylor, general salesmanager; Betty Eller; Ralph Wilkinson and Dick Aimes, Portland office.

Mills Sales Opens Portland Office

PORTLAND, Ore.—A large gathering of coinmen from Northern California, Oregon and Washington attended the opening of Mills Sales Co., Ltd.'s Portland branch at 600 S. E. Stark St.

Great interest was manifested in International Mutoscope's *Voice-O-Graph* and the new Mills *Dollar Bell* machine, a companion model to the *Black Cherry Bell* and *Golden Falls Bell.*

Music operators are anxiously awaiting Mills' new phonograph which will be available early in 1947.

☆

"Anything With A Coin Chute"

☆

MILLS SALES COMPANY, LTD.

Distributors for Mills Industries Incorporated, Bell-O-Matic Corporation, International Mutoscope Corporation, and others: California, Washington, Oregon, Arizona, Nevada.

Offices: 1640 18th St., Oakland; 600 S.E. Stark, Portland; 2827 W. Pico Blvd., Los Angeles.

Solotone to Exhibit At Chicago CMI Show

LOS ANGELES—Solotone Corp, is planning to exhibit its equipment at the Coin Machine show in Chicago, early in February, it has been learned. "Plans are still in the making," states L. B. McCreary, "but we very definitely are going to show the Industry what we have."

Bud Parr has been on an extended visit to Solotone distributors throughout the Central and Northeastern states and Eastern Canada. Parr had not returned to Los Angeles at the time THE REVIEW went to press, but it was learned from his office that the demand for Solotone equipment is constantly increasing throughout the entire country.

As one official of the company stated, "Parr is one of the best salesmen in this Industry. He has what is generally acknowledged as the best equipment of its kind on the market today. Our volume of production and sales proves that Solotone is truly sweeping the country."

SLOT SPECIALS

OUR 4-STAR SPECIAL

Matched Set of MILLS CLUB CONSOLES . . . 1—5c, 1—10c, 1—25c . . . can't be told from new. Latest serial numbers. This set is priced $400.00 below Los Angeles market prices. Price for set of three only $550.00.

Mills Original Gold Chromes C.H.K.A.	5c	@ $150.00	Mills Roman Head—Original		@ 95.00
Mills Original Gold Chromes C.H.K.A.	10c	@ 155.00	New 1946 Pace Chrome Bells	5c	@ 290.00
Mills Original Gold Chromes C.H.K.A.	25c	@ 165.00	New 1946 Pace Chrome Bells	10c	@ 310.00
Mills Original Gold Chromes C.H.K.A.	50c	@ 350.00	New 1946 Pace Chrome Bells	25c	@ 330.00
Mills Real Chrome Originals C.H.K.A.	5c	@ 165.00	New 1946 Pace Chrome Bells	50c	@ 475.00
Mills Real Chrome Originals C.H.K.A.	10c	@ 175.00	New 1946 Pace Chrome Bells	1.00	@ 635.00
Mills Real Chrome Originals C.H.K.A.	25c	@ 195.00	Mills Blue Fronts Club Handle	5c	@ 115.00
Mills Real Chrome Originals C.H.K.A.	50c	@ 375.00	Mills Blue Fronts Club Handle	10c	@ 125.00
Mills Futurities—Original		@ 90.00	Mills Blue Fronts Club Handle	25c	@ 145.00
Mills War Eagles—Original		@ 90.00	Mills Original Chrome Handloads	5c	@ 150.00
			Mills Original Chrome Handloads	25c	@ 165.00
			Mills Original Br. Front C.H.K.A.	5c	@ 145.00
			Mills Original Br. Front C.H.K.A.	10c	@ 160.00
			Mills Original Br. Front C.H.K.A.	25c	@ 175.00
			New Mills Golden Falls Handloads		5c-10c-25c
			New Mills Club Consoles		5c-10c-25c
			New Mills Black Cherries		5c-10c-25c

30 new PACE 1946 CHROME BELLS—used one week. Specially priced at 10 per cent off list prices. All these machines carry the new machine guarantee.

Jennings Silver Club Chiefs	5c	@ $100.00	Jennings Silver Moon Clubs	5c	@ $110.00
Jennings Silver Club Chiefs	10c	@ 110.00	Jennings Silver Moon Clubs	10c	@ 120.00
Jennings Silver Club Chiefs	25c	@ 120.00	Jennings Silver Moon Clubs	25c	@ 130.00
Jennings Victory Chiefs	5c	@ 95.00	Jennings 4 Star Chiefs	5c	@ 90.00
Jennings Victory Chiefs	10c	@ 105.00	Jennings 4 Star Chiefs	10c	@ 95.00
Jennings Victory Chiefs	25c	@ 115.00	Jennings 4 Star Chiefs	25c	@ 100.00

SAM DONIN **DANNIE JACKSON**

AUTOMATIC GAMES COMPANY

(SLOT MACHINE HEADQUARTERS)

2858 W. PICO BLVD.

PHONE REpublic 2-2732 **LOS ANGELES, CALIF.**

Los Angeles

United States Post Office officials have quietly been conducting investigations into the activities of one or two local distributors of coin-operated equipment for the purpose of determining whether these firms have made fraudulent use of the mails. Basis of the investigations is the suspicion that some firms have taken mail orders, involving in some cases many thousands of dollars, from new operators over a period of months and have not only failed to make any deliveries but also have refused to return deposits.

It is believed that so far no legal action has been taken against these firms—and, of course, until they are proved guilty they will be considered innocent. As in all investigations of this kind, suspicion has fallen on a number of firms whose operations have been entirely within the law. These firms already have lost business and goodwill because of such suspicions. It is unfortunate that a few unscrupulous firms should bring disrepute on the Coin Machine Industry generally. Much as everyone regrets such Federal investigations, the many ethical firms in this locality can be glad that the Federal Government is anxious to clear the field of tin horn chiselers and mail order racketeers.

Another little matter that the local Coin Machine Industry might consider is the question of whether to close or remain open on Armistice Day. Apparently about sixty per cent of the local firms were closed this year, and others closed during the afternoon. It happened to be a rainy day, and operators coming in from outlying places to look at equipment were given quite a run-around.

Bill Leuenhagen reports that his record department is doing a still larger volume of business. L. A. Jackson, (whose novelty record, "Three Minutes of Silence," was written up in the local newspapers and has been in big demand by music operators) has some very complimentary things to say about the way Bill is selling Rhapsody Records, especially "Adobe Hacienda." Bill says that in several local spots this number has metered as many plays as "To Each His Own," and is still going strong.

Operators who recently have gone to Leuenhagen for records include: Seville Music Co., Johnny Hawley, Rippee Music, Bard Music, Roy Jones, all of Los Angeles; Pismo Amusement, Pismo Beach; Stanley Little, Long Beach; and Coin Amusement, Alhambra.

Nels Nelson is planning to attend a meeting of Aireon distributors in Kansas City toward the end of November. Nels reports that his business last month was double that of the month previous. Miss Jean Edmondson and her associate, W. B. Elfstrom, recently received initial delivery on a large order of Aireon phonographs placed with Nels. Miss Edmondson is a new operator in Los Angeles and intends to use a number of Aireon phonographs.

Jimmy Rutter is now associated with Frank Lamb, well-known Los Angeles operator. Meanwhile, Jimmy's father is taking care of the repair business office on Pico Blvd. It is rumored that Harry Marcus will take over the office when the current lease expires and will use it as distribution point for Bally parts.

Mollie Simon is now doing full-time secretarial work for Southern California Automatic Music Operators' Assn. at 1811 W. Pico. Telephone number is FItzroy 3887. The Association is said to have over 90 members at present.

Jay Bullock, managing director of SCAMOA, will be in Mexico from November 28 to December 10, attending the inauguration of Mexico's new president, Miguel Alaman. Jay's companions on the trip will be several high-ranking Mexican government officials.

Another traveler to distant lands is Al Weymouth, who has flown to Australia by way of Pan American and Tasmanian Airlines. One of the best-known operators in this locality, Weymouth is Australian-born but has not been back home since 1930. Although purpose of his visit is to see his parents and relatives again, it is expected that when Weymouth returns, in about three months, he will have an interesting story to tell about the Australian Coin Machine Industry.

Weymouth Service Co. expects to move to its newly-purchased quarters at 4951-59 Santa Monica Blvd. in about a month. Preston Jarrell, formerly of Coinmatic Distributors, has been appointed general manager for Weymouth Service and will take over during Weymouth's absence.

Dannie Jackson and Sam Donin of Automatic Games are back from a trip through Nevada, where they sold a quantity of new slots. In Las Vegas, 50c and $1 machines were sold to El Rancho Vegas, and 5c, 10c and 25c machines to El Cortez Hotel, to mention a few of the better known. The sale of new and used slots also has been going well in Northern California.

Automatic Games has a new secretary in the person of Margie Van Bockel.

Like a good many other operators, Harry Perrine of Oceanside has had his troubles about location percentages. But Perrine recently had insult added to injury. Seems he was duck hunting at Lake Henshaw not

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long ago and one of the ducks he hit fell on another blind. When he got over to the blind, who should he find but the owner of one of his locations. Perrine reached for his duck. "You're on a 50-50 per cent commission," the location owner reminded him. "It should be 70-30," said Perrine. "Not on your life," said the location owner. "On this duck you get only 50 per cent." And that's what Perrine got for his marksmanship—half a duck.

E. C. McNeil has returned from a trip to San Francisco in connection with the National cigarette vendor.

George Ehrgott, manager of the local Mills Sales office, is back from a sales trip through Nevada and Arizona.

Leon Rene is planning to have an impressive exhibit of Exclusive Records at the Coin Machine Show in Chicago, next February.

Bill Abel of Coast Records has been on an extensive trip throughout the East on behalf of Coast Records.

Bob Stark of Ideal Weighing Machine Co. recently received a visit from an operator of weighing machines in Sweden who is interested in acquiring two or three hundred machines, principally for theater locations. Apparently Swedes like to weigh themselves pretty often. Machines in that country operate on a coin worth from 2 to 3 cents, American money, and it is not uncommon for a weighing machine to gross $90 a month!

The two new employees at Paul A. Laymon, Inc., are Richard H. Burk, in the shipping department; and William PerLee, as shop mechanic.

Harry Osbrink, local operator, is back from a six-week vacation trip which took him into 22 states and into Canada 3 times.

Also back from vacation is Walter Mura, Downey, who chose the Deep South for his time off.

Loading up on equipment and supplies at Laymon's the past few days were: Alex Koleopolus, J. A. Ewing, Fred Allen and William Black, Bakersfield; Dick Sharp, Santa Ana; A. L. Miller, Blythe; Harold Murphy, Palm Springs; Cecil Lloyd, Irving Marley and Ray Tisdale, Glendale; W. K. Volner, El Centro; G. F. Cooper and G. Curtis, Riverside; Stuart Trimble, Huntington Park; G. L. Catlin, Montrose; Ed Andary, Montebello; Otto Pelch and C. C. Collard, San Bernardino; Paul Sullivan, Carlsbad and S. L. Griffin and Lloyd Barrett, Pomona.

Mr. and Mrs. Cal Brown, San Diego, were recent visitors here. Cal managed the local Mills office before the war and is now associated with Harry Gordon in Automatic Games.

Bert Polin, San Luis Obispo, is in the hospital with a back injury caused by lifting a game.

Ed Wisler, regional manager for Aireon, entertained K. D. Halleck, Kansas City; and Fred Mann, Chicago, the first of the month. Pair were here on Aireon business.

Fred Gaunt, manager of General Music, tells us he is getting very good delivery on Buckley wall boxes and every effort is being made to satisfy the big demand for this equipment. Buckley *Track Odds*, says Fred, is meeting with excellent reception by operators throughout the territory, and from near and far he is hearing that it's living up to its slogan: "The Greatest Cash Model Ever Built!" Still other good news is that the demand for Solotone equipment continues strong and sales are mounting.

Paul Johnson enjoys relating about a fellow who pointed out an operator to another chap and said: "Now there's a good business for you to get into. That man operates automatic phonographs and he's worth $150,000. For the past ten years he's been working day and night keeping a good string of machines in operation. Service calls, any place on the clock, get instant attention. Yessir, he's worked like a damned work-horse for ten long years, and then his uncle died and left him $150,000."

Mr. and Mrs. Edward Wilkes celebrated their tenth wedding anniversary on the 14th. Ed is the popular salesmanager at Paul A. Laymon, Inc.

Mr. and Mrs. W. C. Bilheimer, he of the Bally Mfg. Co., spent a few days with the Laymons the first week in November.

Willis Benson of the Nickabob Co., is on a business trip to St. Louis. Nick Carter, head of the firm, is just back from a visit in Indianapolis, Chicago and Kansas City.

Robinson Reports Deliveries Of Jennings Products

LOS ANGELES—With settlement of the strike at the Jennings plant, shipments of Jennings *Standard Chiefs* and *Super Deluxe Chiefs* are beginning to arrive in good quantity, reports C. A. Robinson, Jennings distributor in this territory.

"The plant is in full production," says Robinson, "and from now on we think we are going to be able to meet the tremendous demand for these machines. Still more good news is that we expect to receive the *Challenger* console about the middle of December."

The Jennings strike was settled on the basis of an open shop. The union had demanded a closed shop, but it is understood that the company would not demand that employees who had been with the company for 15 or 20 years join a union.

Robinson is leaving Los Angeles on December 6 to attend the unveiling of the *Shine-A-Minit Sam* shoe shiner in Milwaukee on December 12-15. Robinson will be back in Los Angeles on the 18th and hopes to have a sample of the shoe shiner early the following month. Sizable deliveries of the new machine have been promised in March.

During Robinson's absence, Al Bettleman will be in charge of the showrooms, where numerous operators are displaying a great deal of interest in the Daval counter games and Amusematic's *Jack Rabbit*.

Seattle

Optimism keynoted coin operations here last month, as manufacturers' shipments were on a more fluid basis; phonographs and games prospered despite the maritime tie-up and the beer bottleneck; and record distributors reported new all-time highs.

Northwest coinmen focused attention on turbulent Tacoma early in the month, as Safety Commissioner Temme came up with a proposed ordinance to limit pin game licenses to twenty-three, the number then valid.

Happily, the proposal died on the vine by postponement, after vigorous opposition from a group of new GI operators, spear-

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CHALLENGER . . 65.00
VEST POCKETS . 74.50
GOTTLIEB GRIP SCALE . . 39.50
Bally DRAWBELLS, 5c 477.50
Bally DRAWBELLS, 25c 497.50
Genco STEP-UP . 324.50
Chicoin SUPER SCORE . . 299.50

Genco's WHIZZ $189.50

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Gottlieb SUPERLINER

Daval's FREE PLAY $75.00

Evans BANGTAILS J.P. $671.50
WINTER BOOK $826.00

Jennings BRONZE or STANDARD CHIEFS
5c $299 10c $309 25c $319

Groetchen Deluxe CLUB COLUMBIA $209.50
OPPORTUNITY . 249.50
SPEED IRON SOLDERING GUN . . 14.95
ACE COIN COUNTER 139.50
BOX STANDS . . 27.50
JACK RABBIT . . 475.00
United SEA BREEZE . . . 325.00
Bally MIDGET RACER . 299.50
Gottlieb BAFFLE CARD . . 322.00

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HARDING AVENUE PINE BLUFF, ARKANSAS

headed by Willie Gentilli of American Novelty, ably represented by attorney Stephen O'Brien.

Possibility of a change to dime play was considered by the Allied Phonograph Operators at their regular monthly Seattle confab. After kicking the idea around considerably, and wringing it dry from all angles, it was decided that no change in play chutes would be made at this time.

However, a few independents have already sampled the dime market. Ralph Alger of Hi-Tone has several dime club locations, and says they are doing well enough. Ralph would be willing, he says, to try it in the taverns.

Going to market soon is the *Coin-O-Matic*, a new wall type mechanical money changer in production at Renton, Wash. According to Corley M. Phelps, president, test locations show pin ball play jumps up to 40 per cent. The machine is of heavy cast aluminum, has dime and quarter chutes, and is built for dependability, with a minimum of service. Corley says the play jumps are possible simply because citizens can change those odd dimes and quarters right next to the pin games, without fuss or agitation.

Coin Row Ad Lib:

Puget Sound Novelty recently appointed Coin Machine Parts of Milwaukee sole agent for their *Changemaster*. The Wisconsin firm covers all 48 states.

F. E. Erickson, on the road with the ABT *Challenger*, says NW dealers are showing good interest in his penny-packin' pistol. George Preece is a new floorman at Puget Sound. Practically the entire staff journeyed to Olympia last month for the Salmon Bay Eagles' Governor's day debacle. Score: no casualties, several premium hangovers. They deny any connection with the election results.

Out of town visitors during the month were: H. C. Evans, Vancouver, B. C.; Ted Brower, Grays Harbor Amusement; John Ballentine, Vancouver, B. C.; L. C. Foisey, Prosser; Earl Stump, Anacortes; Clint Wright, Yakima; and Lou Dumis, Portland, who took a *Red Dot Special* home with him.

At Jack R. Moore's: Bill Alsdorf, dynamic SM for Moore, is back from a sales swing around the western parts of the state, and says results were very good. Bert Beutler, manager, says offices and shop will be completely renovated before the end of the year, with a fancy and efficient new paint room to be added to the fresh setup.

Moore's played host to the following visitors this month: Bill Lindquist, Snohomish; Lou De Dente, Tacoma; M. K. Billett, Harold Watson, and Primo Rosellini, all of Tacoma; and Lou Wolcher of Advance Amusement, San Francisco.

Bob La Vergne, GI newcomer at Moore, is getting set for the merry matrimonial whirl.

Ron Pepple, of Northwest Sales, says that things are humming along in good shape considering that we are into the last quarter of the year. Putt Kincaid is covering Montana, and reports that he likes the people there, and they seem to like him. Judging from his sales, they also like what Putt is selling.

Solly Solomon, Western Distributors' top kick, says the handsome new Aireon is going great in the state, with both operators and customers embracing it warmly. Deliveries are coming through pretty fair, says Solly, but as yet he still must spread the machines around pretty thin, and as equitably as he can.

Sam Grossman, of Seattle Coin Machine, reports biz is good, considering the time of year, and predicts good going after the first of January.

At Royal Amusement, H. I. Lewis was cheerful concerning his pin games, and said that the maritime strike had little or no effect on his gross.

Genial Ralph Alger, Hi-Tone head man, Margaret Codman and staff were putting an enormous pile of old platters under wraps, readying them for an eastern market, when we called. After a couple of midnight sessions, they got the 30,000 discs into a production line groove, and Ralph says he will now have room to get in the door without walking sideways. L. J. Dunning, Hi-Tone auditor, was just back from a San Francisco honeymoon, and was pounding hell out of some sort of adding machine, evidently making up for lost but well-spent time. Ivan Widen, on the Hi-Tone staff, is trotting to the altar December 1st with, no doubt, charming Norma Nordlund of Seattle. John Nichols, an old customer of Alger's from Williamsburg, Va., dropped in for a little chit-chat. Ralph had machines in Nichols' place in the deep Sooth yars and yars ago.

Mr. and Mrs. John Michael, of Pla-Mor, were off to Chicago to attend a Packard meeting, and possibly to get an advance peek at some of the new machines. Amiable Mrs. Tilton, on the desk, says the *Hideaways* are starting to come in, but there are not enough of them as yet. Larry Wold, fresh from the service, was added to the shop forces, as was Robert Scolley.

George Ellis, Vancouver, B. C., operator, dropped in on Chelin Music with a fat order for 1,000 units of *Melody Lane*. Chelin has over a thousand units located here and says everything is going swell. That is, almost everything. Thugs bashed the plastic on one of his phonos, newly placed at a Fourth Ave. duck pin alley. The whipper snapper was apprehended at Vancouver, Wash., the next day. It was one of the pin boys from the alley, who was evidently trying to carve a more lucrative, though more dangerous, career for himself.

Another burglar, who evidently is fascinated by the jingle of phono nickels, was being sought last month, after the Grizzly Inn, a local high school rendezvous, was jimmied four times in two weeks. His total take was $40, and the scamp is carrying a key to the box—and is still running loose.

Ken Shyvers is enthusiastic over his *Multiphone* grossings. Ken says the units average between eight and twelve per week, gross. They aren't for sale.

At the Wolf Distributing Co., Chet Garton, formerly with Wolf in LA and San Francisco, is the new manager. Golden Williams, up for the opening of this ultra-nice showroom and shop, went back to LA early last month. Garton says weekly shipments are coming in, and that business is good, but nothing startling in the machine line will be popping into the picture until after the national coin show in February. Al Crow, service manager, was holding forth in the neat shop, happily playing with some electrical gadgets.

Up at Century, Robert Van Santen and his likeable staff gave this writer an inside look at the *Musicale* setup they are operating from their office. Announcing the platters was Mickey McMillan, she of the dulcet, smiling voice, if there is such a thing. Van reports the attractive *Musicale* units are going well, and they are getting a goodly supply for distribution. Betty Warner, of the warm smile and of the front office, introduced us to the shop force, which includes Robert Simonson, Eugene Ekstedt, and Chet Boswell, who is fresh from Uncle Samuel's fighting forces.

Record distributors were practically beaming with enthusiasm, last month having set many new all time highs. Harper-Meggee's Bert Proctor, even though he had two mashed fingers under bandages, was happy about the whole thing. Bert claims he crushed his digits opening a drawer at home, and we believe him. Hazel Anderson, pleasant counter gal, is going to save newsworthy items, from new babies to homicides, for THE REVIEW.

At Sunset Electric, Roger Condon, formerly in records, is now holding down a bright new office, having moved to the ad manager's chair. Roger says he misses his old beat, and all the swell people he contacted along Coin Row. J. H. Johnson, record manager, reported biz excellent.

At Capitol, Stan Fraser is the new assistant branch manager, fresh from the Army. Jack Conway is a new salesman. According to C. R. Martin, manager, October was the best month since the branch opened.

Somebody along Coin Row had a new baby, but at press time we hadn't located the proud father. This bothers us no end, and we promise to have the new-comer's name and ancestry for you next month.

Michael Clary

Florida Adds Cig Vender

TALLAHASSEE, Fla.—A charter to operate vending machines has been granted Cigarette Service, Inc., of Miami. Incorporators are Harry Zukernick, Susan B. Zukernick and Florence H. Kimmel.

RED HOT NEWS

LAST MINUTE REPORTS — PREDICTIONS — FORECASTS and GOOD OLD FASHIONED RUMORS COMPRISE THIS NEW REPORTING SERVICE OF "THE REVIEW." THIS PAGE IS WRITTEN AS THE FINAL FORMS GO TO PRESS ON THE 20th.

GENERAL BUSINESS CONDITIONS are pointing up as the result of the election. Those in the know contend it was not so much a Republican victory as a vote AGAINST the Democrats and too much government controls, high prices and labor coddling. Jobbers and distributors report slack business but the general business index is up. Slump is customary at this time in our Industry in most sections.

NEW EQUIPMENT DELIVERIES. How will the turn of events aid deliveries and the elimination of controls affect prices? Both are foremost questions in everyone's mind. Opinion seems to be that deliveries will improve considerably and very soon. Elimination of controls will result in a gradual increase in manufacturing materials. It is expected producers of raw materials will try to check rises, figuring on the "long haul" and the effect runaway prices might have on future business. One thing is certain—a lot of bottlenecks will be broken and manufacturers will start producing in quantities, items which were unprofitable under control and which have held up a lot of coin machine production. Figure late spring at the earliest for sizable deliveries.

PHONOGRAPHS: Packard and Wurlitzer announce new models in this issue. Aireon has a new model coming up. In most cases these models are additions to the line and present models will continue in production during 1947. Manufacturers are playing ball with operators on this score. A new phono manufacturer will have FOUR new phonos on exhibition at the CMI Show in February; another two. Seeburg distributors are talking a new addition to the line but the factory has not divulged plans for 1947. Neither has Rock-Ola. No doubt both have plenty to talk about—later.

An unwarranted attack on automatic music via the central studio has broken out in San Francisco and if members of the Industry are guilty they should be promptly checked. S. F. "Chronicle" has implied that piped music systems are being used for disseminating horse race results and "thus become standard equipment, under gang dictatorship, for all bookie joints. We predict the next step will be an attempt to take over local control of the national racing wire service." This is bad business for the Industry and the whole affair is likely the outgrowth of an unsavory attempt to dictate what phonos to use in the Bay area.

VENDING MACHINES: Continued shortages are directly and indirectly holding down manufacture and delivery. Steel is short on delivery and a ten per cent price increase is in the offing. Production of such vendors as candy, soft drinks, etc., are purposely sidetracked because of the difficulty in obtaining merchandise to vend through them. There is tremendous interest in beverage vendors throughout the nation, especially amongst independent bottlers who see in the coin-operated device a chance to increase their outlets.

PHONO HIDEAWAYS: Operators are trying to understand manufacturers' practice in making Hideaways available in satisfactory amounts. Music men contend that the manufacturers hope to interest old and new operators in new models every year or two. Still with the Hideaway an operator can make an installation and hold a spot for five years or more without buying a new phono. And the Hideaway mechanism costs less than the new phonos. Could be there are thousands of spots where a Hideaway wouldn't be welcome but a brand new, modern phono would. Hmmmmm?

COIN RADIOS: Getting more attention daily and more and more manufacturers are entering the field. Now comes Tradio with a television unit as well. At the moment, there are no less than 15 manufacturers of coin radios who will battle it out for their share of the business during 1947.

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Denver

Denver, and Colorado in general, is just digging out of its second snowstorm since last Saturday week, when a blizzard of record proportions struck the Rocky Mountain area. It is claimed that last week's storm was the heaviest in 30 years. Trains, busses and automobiles were stalled on the highways, and hundreds of autos were stuck in the snow on mountain roads and passes. Then just as the streets and highways were getting open to traffic, another storm landed, but of much smaller proportions than the first, so we are again listening to the sound of snow shovels and the clank of chains on automobile wheels.

The Ajax Music Co. announces that James E. Gaddis, who recently resigned as regional manager for Packard Mfg. Corp., has become an active partner of Ajax Music Co.

Gaddis will manage the music division of the company, where he will be a most valuable asset, as he has been actively associated with the coin operated phonograph business for the last 10 years, as regional manager for Packard, distributor for Seeburg, and operator.

Jack Arnold, former sole owner of Ajax, is acting as general manager in charge of all sales of phonographs, punchboards, premiums and other merchandise handled by this firm.

Gaddis was succeeded as regional manager for Packard in this territory by C. D. Kemp, another very fine fellow, and considered one of the best salesmen in this area.

Kemp, Gaddis, Arnold, and their wives attended the 3-day showing of the new Packard floor model phonograph.

The company is now making deliveries on Packard Hideaways, Genco's *Step Up*, Supreme *Skillrolls*, Ace Coin Counter, and many other coin operated devices, punchboards and premiums.

A. A. Roberts of the Wolf Sales Co., reports that a number of cars belonging to the force were stalled in their parking lot and were left standing for several days before the owners were able to get them out because of the recent unprecedented snowfall.

A. C. Roberts, Wolf Sales, spent the past month at the Phoenix office.

L. A. Webber of Pueblo, and Lloyd Afflick, Utah operator, recently spent several days in Denver taking instructions on the operation of Wurlitzer phonographs and wall boxes. Both were caught in the snowstorm and Webber had to lay over two or three days before he was able to get his car out for the return trip to Pueblo.

Frank Negri, sales manager for Wolf Sales Co., recently returned from a trip to El Paso, where he reports that business conditions are very good.

New offices at the Wolf Sales Co., are now completed as to decorations and awaiting the new furnishings. Lovely carpeting is down in both private offices, both of which are spacious and pleasant. The front office is 14 x 17 feet and the rear office 22 x 17. Furnishings will all be new and modern and in harmony with the general color scheme. All offices are now air-conditioned. Being at the rear of the showroom and other offices, the new private offices afford quiet and comfortable quarters for the company's officials.

Bryan Edwards of Modern Distributing Co. was a victim of last week's blizzard. He came in ahead of the storm from a trip to Lander, and parked his car in front of the store, where it remained snowed under for about 4 days. Edwards came down every day and looked at his car—or rather at the mound of snow covering it. Finally, with the help of strong man Frank Mazzone of the service department, the car was dug out and put in operation.

Nate Shulman of Modern's service department, went hunting before the snowstorm struck. He had luck and brought back a deer. The office force is hopefully awaiting the time when Nate will divvy up on his luck.

Leo Negri, sales manager for Modern, who has been covering territory in Colorado and New Mexico, reported that he was somewhat snowbound, but managed to get back to Denver okeh. He is now touring Wyoming.

John Endo of Modern's service department is receiving congratulations and nervously passing around cigars to the office force, in celebration of the arrival of a baby boy at his home on November 1st.

Modern Distributing Co. is expecting receipt of a new Rock-Ola speaker soon.

W. H. Erskine, manager of Jones Distributing Co.—Seeburg machines—reports that recent blizzard conditions slowed up deliveries, both coming in and going out, but are now returning to normal.

R. F. Jones of the Seeburg office in Salt Lake City, visited the Denver office recently.

Recent visitors at Jones Distributing Co. office were: W. E. Bosche of the Southwest Vending Co., Raton, who spent several days in Denver; Bryan Edwards, Douglas; Lou Bilotti, Walsenburg and Gus Carter of Ft. Collins.

Elmer Hogrefe, of the Seeburg service department, solved the housing shortage for himself recently by taking advantage of the government housing program.

L. B. Anderson, Star Vending Co., reports that he is expecting the new *Vendit* machine shipments to begin soon. The company has been able to ship trailer-loads of machines, which Anderson says will give him a good supply. At present he is also getting quite a few peanut and amusement machines. Business, he says, is holding up nicely.

Paul Marcus and Wayne Coons, formerly owners of the Automatic Amusement Co., handling automatic phonographs and radios, have sold out their radio department to William Arp, who will handle radios and install a hobby department and will continue radio repair work. Marcus and Coons have moved to a new location where they will operate under the name Empire Amusement Co., and handle coin-operated machines exclusively.

Mrs. Nilla King of the Blackwell Distributing Co. has been very ill with a mastoid infection. She has recovered nicely and is back in the office.

Zane H. Gordon, handling candy, gum and nut machines in South Broadway, Aurora and West Side districts, has sold his West Side territory to Mrs. Mary E. Edwards.

Frances Conrey

Phono Operator Murdered

JOLIET, Ill.—Leahm Kelly, president of Automatic Machine Co., which operates approximately 800 phonographs in Will and Cook Counties, was shot to death by a gunman as he stepped from his car in the driveway of his home. Mrs. Kelly and three-year-old daughter were in the automobile at the time.

The unidentified assailant fired six shots into Kelly's head and shoulders and then fled in an automobile parked nearby.

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FOR SALE—
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We are seeking news representatives in various cities able to send us a monthly news letter. If you can write a bright, newsy letter and are located in a Coin Machine Trading Center, please communicate with the Editor. Satisfactory remuneration for your efforts. COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-P)

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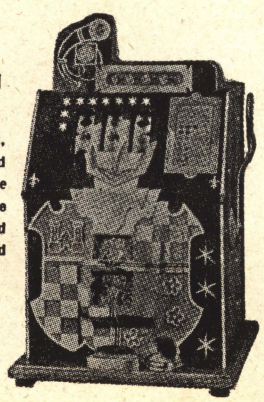

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I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 680, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

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Machines. Will sell or buy any quantity, any make, model or size. Also any other equipment. Have full stock of U-Needa-Pack parts. MACK POSTEL, 6750 N. Ashland Ave., Chicago, Ill. (OND-P)

FOR SALE—
Like new, 14 "Victory" wall type indoor-outdoor Postage Stamp Machines, used only 7 days, all in first class excellent condition. Original cost, $560.00. Will sell all of them for only $200.00, 25 per cent cash with order, balance C. O. D. K. MacKENZIE, 809 North Franklin Street, Chicago 10, Ill. (ND-P)

FOR SALE—
Old established scale route, 44—all the low type scales of Watling and Rock-Ola, and some latest scales. On best location in Idaho and Washington. Complete route with extra parts, $4500. A. E. CONDON SALES CO., 1424 Main St., Lewiston, Ida. (D-P)

FOR SALE—
2 Used Kontest Poker Games, like new, $120 each. GILLESPIE GAMES CO., 1200 Gaviota Avenue, Long Beach, Calif. 'Phone 678-443 (D-C)

JUKE BOX MOTORS—
Brand new. Wurlitzer, $25.; Seeburg, $25.; Rock-Ola, $22.50. Delivery 30 to 90 days. 1947 Coin Machine Directory, listing over 5,000 Distributors and Operators, $10. Ready January 1st. CAROLINA ELECTRIC CO., 654 East Black Street, Rock Hill, South Carolina. (D-P)

BUYS USED RECORDS—
Devie Devlet will call and buy from your surplus at 14 cents each records of average appeal in fair shape except numbers previously acquired in quantity. This is Devie's 7th year. Write or wire DEVIE DEVLET, 127 Main Street, Seal Beach, Calif. (OND-C)

MAILING LIST—
4,725 Coin Machine Operators in the United States, $47.50. Write for list by States. WHIPPLE NOVELTY CO., 654 East Black Street, Rock Hill, S. C. (ND-P)

WE WILL PAY—
Reasonable prices for legal skill equipment such as Pikes Peak, ABT Challengers, Kick Catchers, Skill Shot, Baffle Ball, Baseball, Football, Hockey Games and Skee Ball Alleys. Send description, number, and price in first letter. We will notify you immediately if interested. TRIANGLE SALES CO., 3116 W. 28th St., Minneapolis, Minn. (DJF-P)

FOR SALE—
Approximately 50 Used Northwestern DeLuxe Vendors, as is, $500. for the lot. MRS. J. M. MADDOCK, 2713 Menlo Ave., Los Angeles 7, Calif. ROchester 7267. (D-C)

NEW AND PRECISION REBUILT—
LoBoy 1c Weighing Scales, 1c Ticket Weighing Scales, 5c Selective Candy Bar Vending Machines, 1c ball gum, stick gum, and nut vendors. Write for free price list! ADAIR COMPANY, 6928 Roosevelt Road, Oak Park, Illinois. (DJFMAM-P)

FOR SALE—
25 Buckley Daily Double Jack Pots @ $400.; 15 Buckley Long Shots @ $725.; 15 Mills Bonus 20 Stop @ $185. Above machines in A-1 condition. IBERIA AMUSEMENT CO., 319 W. Main, New Iberia, La. (DJF-C)

CIGARET VENDORS FOR SALE—
500 Perfectly reconditioned in our own shops. KELNER VENDORS, 4509 N. Clark St., Chicago 40, Ill. (DJF-P)

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Are you interested in a fifteen-year experienced repair man who will make his home in the West or Southwest? If so, write to BOB MAXWELL, 3203 South 53rd Ave., Cicero, Ill. (D-P)

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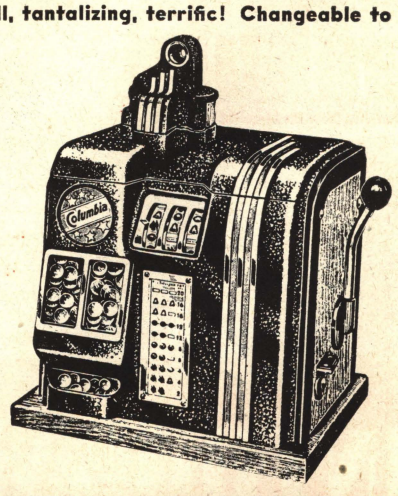

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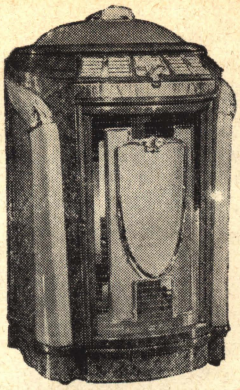
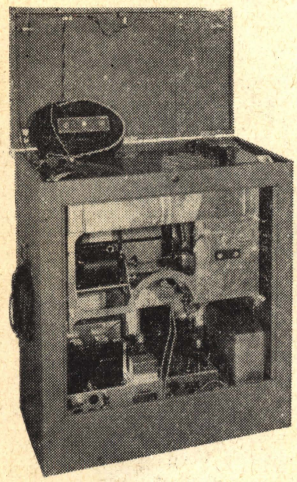


Symphonola "1-46"



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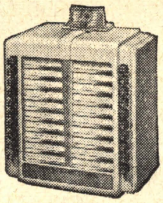
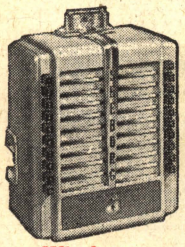


3 Wire Wallomatic



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We have delivered hundreds of the new Post War Seeburg R. C. Specials. Location performance over a period of time has proved the operating efficiency of Seeburg Dependable Mechanisms on either 50 or 60 cycle.

The R. C. Special Mechanism is equipped for wireless and three wire remote control.

Included with the Hideaway is the Dual Remote Volume Control unit. Positive control of all remote speakers and cancels records from a remote point. This feature is only incorporated in Seeburg equipment and very much in demand.

MATCHED IMPEDENCE SEEBURG EXTERNAL SPEAKERS, either Tear Drop, Recessed Wall or Ceiling Speakers enables the SEEBURG MUSIC OPERATOR to offer all locations, regardless of size . . . "customized" SOUND DISTRIBUTION.

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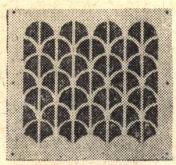
1902 • DEPENDABLE MUSIC SYSTEMS • 1946

Tear Drop Speaker



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WURLITZER PHONOGRAPH MUSIC

THERE...

On thousands of location windows and doors, they see the *Sign of the Musical Note* and go in to enjoy Wurlitzer Music.

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With New Features

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Owner

Ernie Brennan, *Manager*
1157 Post Street
San Francisco 9

RECORDS

Key to Star Rating

5★—Get it! Tailor-made for top grosses on automatic phonographs.

4★—Acceptable for use on automatic instruments.

3★—Only average. Suitable for program fillers.

Records which do not warrant at least a 3★ listing are purposely omitted from reviews published.

CAPITOL

4★ 310 Andy Russell
YOU ARE EVERYTHING TO ME (V FT)
THE MORE I GO OUT WITH SOMEBODY ELSE (V FT)
Stock up heavily on this one. It packs a double-barrelled load of coin. Andy, backed ably by Paul Weston's Ork, delivers two top-flight ballads in socko style.

3★ 311 King Cole Trio
THE CHRISTMAS SONG (V FT)
IN THE COOL OF EVENING (Inst.)
First side should go pretty well during the holiday season; it has good lyrics, warmth, and a passable melody. Side Two is disappointing and not recommended unless the "King Cole" name on the title strip is a coin stimulator. It has too many lags and tone-downs and hits so many whispery depths that it almost falls off the tray.

4★ 312 Jack Smith
WHY DID I HAVE TO FALL IN LOVE WITH YOU? (V FT)
JE T'ADORE (V FT)
The "Voice With the Smile" finds an ideally suited vehicle on "A" and goes all-out in reining in a coin-puller. It's a bright, uplifting ballad, with the rendition ably abetted by The Sportsmen. The smile goes out of Side Two and so does the popularity of the number. Jack does his best with what he has to work with, but the song hasn't got much to work with.

4★ 313 Skitch Henderson
IF I'M LUCKY (FT VC)
SAVE ME A DREAM (FT VC)
A fluid, easy-lilting, relaxing pair, smoothly embellished by the pianoing of Head Man Henderson.

3★ 314 Cootie Williams
I MAY BE EASY, BUT I'M NO FOOL (Blues VC)
AIN'T GOT NO BLUES TODAY (Blues VC)
The opener is weak in spots, lackadaisical in others. A too-blue blues. The flip is better fare. Bob Merrell delivers a novel, appropriate vocal and the ork picks up the loose ends. Race spots should like "B."

3★ 315 Wally Fowler
DESE BONES A-GWINNA RISE AGAIN (V Spiritual)
ON THE JERICHO ROAD (V Spiritual)
Geared for race spots and church-conscious locations. With a wider location appeal, these would rate higher because Fowler's Oak Ridge Quartet produces an unbeatable blend of matchless harmony.

4★ 316 Johnny Mercer and The Pied Pipers
A GAL IN CALICO (V FT)
WINTER WONDERLAND (V FT)
Slow-singing, easy-going Johnny Mercer teamed with the Pipers and Paul Weston—add them together and record them on one disc and you have a click hit. These two tunes are made to order for Mercer's inimitable style. They are informal, sweet and smooth. First is from the picture "The Time, The Place, and The Girl." Weston's arrangement on "B" is a gem.

4★ 317 Jo Stafford
PROMISE (V FT)
THIS TIME (V FT)
Despite the fact that it takes Stafford time to warm up (she begins to roll on the second chorus of "A" and unlimbers a full-throated rendition on "B") these two are money-catchers. First is a cute tune, feathery light and zesty. Second is soul-stirring and moving. Paul Weston handles the musical props with skill.

4★ 318 Alvino Rey
GUITAR BOOGIE (Inst.)
THERE IS NO BREEZE (To Cool the Flame of Love) (V FT)
Two sure-fire phono shots. Topper contains all the fine nuances of Alvino's educated guitar. It's hip-swaying, shoulder-weaving, solid-sending stuff. Spinover is treated as light as a sponge cake. The melody flows pleasantly, with deft guitar touches by the maestro dressing the tune in attractive garb.

4★ 319 Jo Stafford
WHITE CHRISTMAS (V FT)
SILENT NIGHT (V Hymn)
Holiday naturals. Can't fail to give tone-arms throughout the nation brisk work-outs. The Lyn Murray Singers and Paul Weston's Ork perform in fine style. Stafford's singing is acceptable.

3★ 320 Julia Lee
JULIA'S BLUES (V Blues)
WHEN A WOMAN LOVES A MAN (V Blues)
Prediction: Julia Lee is heading for the Big Time Blues. She has a clear, personable voice and a distinctive style. Top one has a solid, swingy beat which pulls listeners out of the usual blues doldrums. Under-two is slower but moves. These are a cinch for race spots.

4★ 321 Wesley Tuttle
I'VE LOVED YOU TOO LONG TO FORGET (V HB)
NO CHILDREN ALLOWED (V HB)
Along with a plaintive, heart-tugging melody, Side Two delivers a sermon and philosophy that is so right and undeniable that it will win listener plaudits throughout the nation. Thousands of home and apartment hunters will take time out from their toils to relax and nod over it. Tuttle, who performs not too adroitly on "A" vocals, really gets in the mood and grooves out a neat waxing. Topper is rendered in toe-tapping tempo, with the Texas Stars inserting some neat instrumental bandyings.

4★ 323 Johnny Mercer and the Pied Pipers
ZIP-A-DEE-DOO-DAH (V FT)
EVERYBODY HAS A LAUGHING PLACE (V FT)
Another Mercer-Pipers-Weston smash offering. Cleverly done, bright and chirpy, these cannot fail to swing phono grosses to high peaks.

3★ 304 The King Cole Trio
THE BEST MAN (V FT)
(I Love You) FOR SENTIMENTAL REASONS (V FT)
These two lack an intangible something. Both are pretty well done. First is a tightly compact novelty with punch lyrics; second is slow-drawn and sentimental. The King's vocal stints are excellent.

4★ 305 Billy Butterfield
SOONER OR LATER (FT VC)
STAR DUST (Inst.)
Topper is deftly done, cleverly arranged, well-paced, high-spotted by the provocatively appealing vocal of winsome Pat O'Connor, who is definitely going places. Under-side is the immortal Carmichael ballad, showcased by the stirring trumpet of Billy Butterfield.

4★ 306 The Pied Pipers
EITHER IT'S LOVE OR IT ISN'T (V FT)
WALKIN' AWAY WITH MY HEART (V FT)

(See RECORDS, Page 54)

WURLITZER
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PERMO POINTS!
For 17 years PERMO POINTS have been the choice of manufacturers and operators alike . . They realize the needle is the heart of every phonograph ... Better order some PERMO POINTS today!
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The original and world's largest manufacturer of longlife phonograph needles
At all Decca, R.C.A. Victor, Columbia Distributors

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PHONO NEEDLES
The needle designed to meet today's conditions. Round instead of elliptical. Tried, tested and thoroughly proven.
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100 or more . 30c
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